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NPTA MANAGEMENT NEWS
OCTOBER 1985
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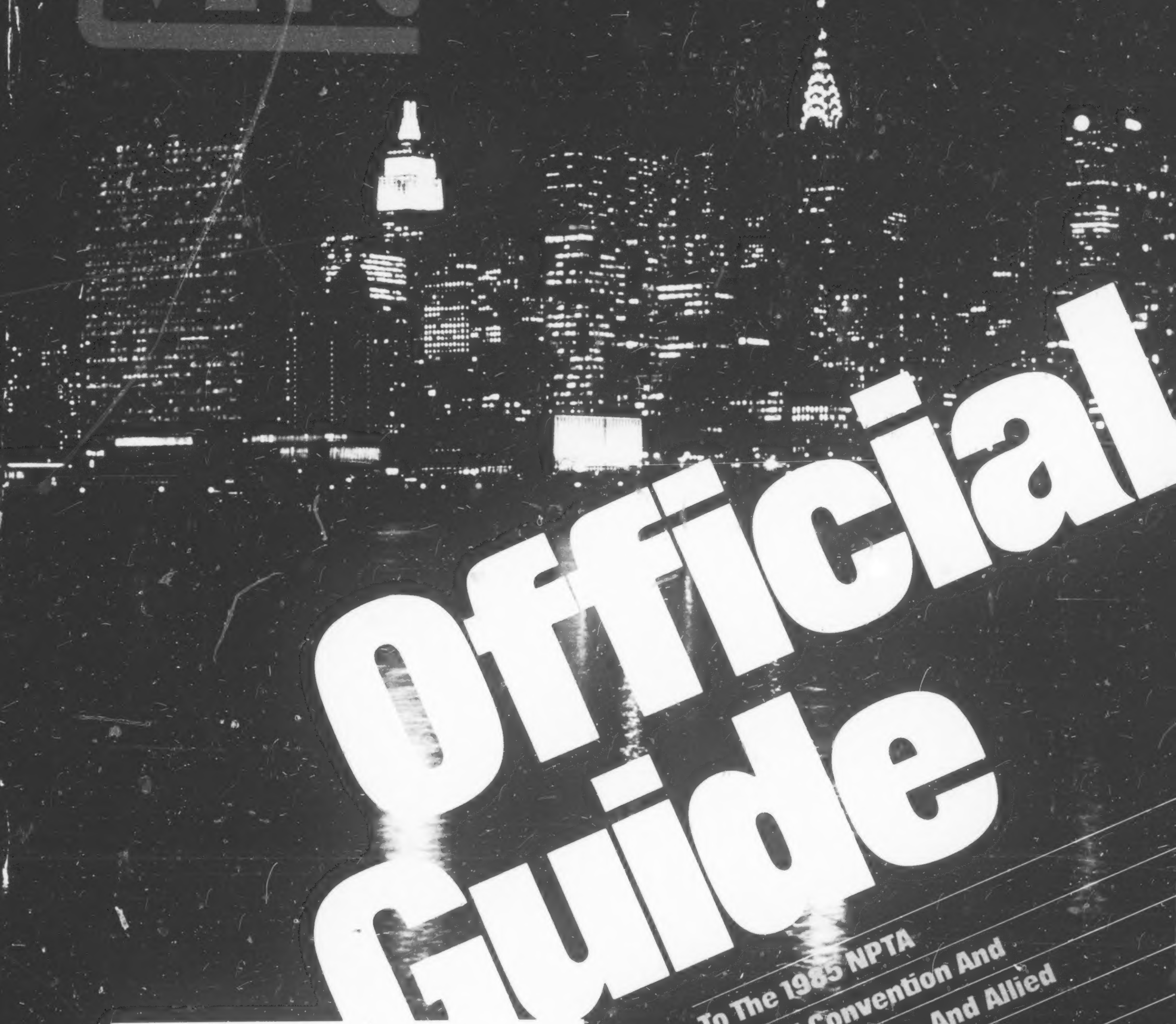

Official Guide

To The 1985 NPTA Annual Convention And Paper/Plastics And Allied Products Exposition

MR. ED KIANKA
CONGRESSIONAL INFORMATION SVC
4520 EAST WEST HIGHWAY
BETHESDA, MD 20814

THERE'S NO BUSINESS LIKE YOUR BUSINESS.

All of us at Amoco Foam Products Company would like to thank you for allowing us to serve you with the products you need. We look forward to a future in which, together, we can continue to "strive for excellence."

AMOCO

Amoco Foam Products Company
2100 Powers Ferry Road, N.W.
Atlanta, Georgia 30099
(404) 955-5595

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NATIONAL ASSOCIATION
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And we bend over backwards to prove it!

Up your profits! Offer *printed* envelopes — printed on face or back — or both. You improve service, too, thanks to our new printing capabilities (both flexographic and offset). Just off the press is our helpful Envelope Printing Guide. To see it, contact service representative at nearest plant.

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Long Island City, NY
Brooklyn, NY (Envelope Convertors)
Union, NJ (Champion Envelope)

National Envelope Group
Atlanta GA • Lenexa, KS
St. Louis, MO • Worcester, MA

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Cover Photo: NY Convention & Visitors Bureau

BERWICK HIGHLIGHTS NEW CATALOG

Berwick Industries will be highlighting its new color catalog at the NPTA Paper/Plastics & Allied Products Exposition. The catalog will help them promote their entire line of ribbon and bow products that are available to paper distributors.

Their new products include gold and silver metallic tone bows and ribbons and mylar in eight colors. Their entire rep force will be on hand to greet all.

FREEMAN PAPER CELEBRATES

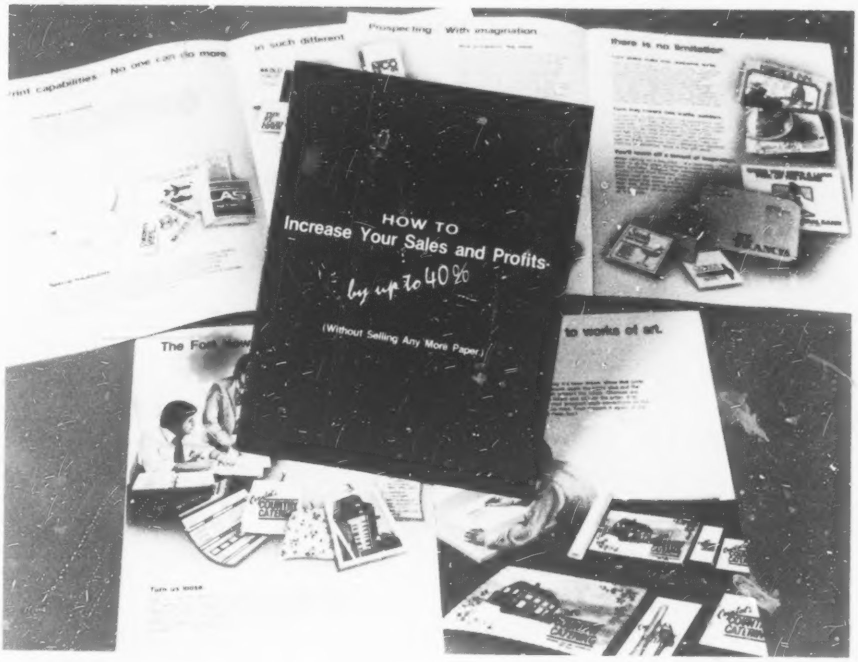
Freeman Paper Company is celebrating its 5th Anniversary under new management effective September 4, 1985. The company was purchased by Larry and Pat Swanson on September 4, 1980. Under new management, the company has quadrupled in sales.

"From the beginning there was a challenge which had to be met and met head on," said Charles Johns, vice president of finance. "It was to transform a company from a marginal operation to a profitable business. Therefore, the strategy was set and Freeman Paper Company took on the challenge to become a low cost, high quality producer. During this time, equal emphasis was placed on sales, cost, quality and profitability. After five years of dedication and hard work, Freeman Paper Company has made a complete 360 degree turn around."

The last three years, the company has given each employee a 10% wage increase, 15% of their earnings have been donated to their Profit Sharing Plan and a $100 bill at the Christmas party...Morale has never been higher.

"We are anxiously looking forward to the future as the past five years have been a very exciting time for Freeman Paper Company," said company president Larry Swanson.

In a related item, Freeman Paper Company has been appointed as a "Preferred Supplier" to Affiliated Paper Companies, Tuscaloosa, AL.


HOW TO
Increase Your Sales and Profits
by up to 40%
(Without Selling Any More Paper)

FORT HOWARD REPOSITIONS WIPERS, ADDS NEW PRODUCTS AND SALES AID

This past year, Fort Howard completely repositioned their line of wiping products, including new product names and packaging. Designed to help their distributors understand the line better and sell the products more easily, these changes were accomplished with new selling aids, brochures and flyers.

The paper wiper category maintained the product name SHUR-WIPE®, but the packaging was changed to include a modern graphic treatment. The standard duty dry form products are now called WIPE-AWAY® wipers and feature five different folded items. ULTRA-WIPES® was the name chosen for their reinforced wiper, which includes two folded products and four roll wipers. The four foodservice towels in the line are called DINE-A-WIPE™ foodservice towels, while the two washcloths, personal towels and bath towels, carry the SOFT 'N FRESH® name.

Selling printed napkins and place mats can be fun and profitable, said Fort Howard. That's the message in the new 12-page booklet entitled "How to Increase Your Sales By Up to 40% Without Selling Any More Paper."

Written for Fort Howard distributor sales representative, it is loaded with prospecting ideas, selling tips and general information on their line of printed napkins, place mats, tray covers, coasters and guest towels. When combined with a sales meeting held by a Fort Howard representative, the information contained in this book can be eye-opening to the unlimited potential that exists for new business. Because of Fort Howard's free custom graphic design service, making sales is easier than often perceived. To obtain a copy and schedule a sales meeting, contact your local Fort Howard representative or stop by the Fort Howard/Sweetheart Booth 111–115.

MILLS WERE COOKIN'

That's not all that was cookin' at the June 27th Millcraft Paper Company "Rib Burn-Off."

This was a combined Cleveland/Akron

IF YOU THINK OUR IMPROVED LINE LOOKS GOOD ON PAPER, WAIT TILL YOU SEE IT IN ACTION.

James River/Groveton Division introduces an even stronger line of high-performance communications papers—now featuring dual-purpose, high-speed certified paper.

TRIAD
BLUE RIBBON
DUPLICATOR LTT
WORD PRO DP
HI-SPEED DUAL PURPOSE

We've made some major improvements in our communications papers, and the line has never looked better! To begin with, we're now offering dual-purpose papers that are high-speed certified for use in both copiers and offset printers.

Plus we've got whites that are whiter than ever. A wider range of rich, subtle colors. Three different sizes (8½ × 11, 8½ × 14, and 11 × 17), plus custom sizes and packaging for your customers' special applications. A full selection of categories—Xerographic, Liquid Toner, Bond, Offset, Mimeo, and Opaque. And two superior grades—Watermark and Premium #4.

But our new line doesn't just look better on paper. It performs brilliantly.

Thanks to the technology at James River Mills, one of the most innovative cut-size mills in the country, these new papers produce clear copies with significantly less jamming.

And better performance for your customers means better sales performance for you.

To increase the action in your sales and profits, please call our sales and customer service department.

JAMES RIVER CORPORATION
GROVETON DIVISION
Groveton, NH 03582
1-800-258-0372, in N.H., (603) 636-1154

function, held at Dover Lake Park and proved to be one of the largest and "hottest" promotional activities ever held in the area, the company said.

Approximately 3500 customers were treated to ribs (over 6000 lbs. consumed!), beer (48+ kegs), western cowboy hats, bandanas, and some "good old foot stompin' " music.

Twenty of Millcraft's suppliers participated; setting up displays and promotion material on the main floor of an attractive pavillion. 10 out of these 20 mills also participated in the "Burn-off Sauce Competition," by providing a gallon of secret recipe barbeque sauce for tasting and testing by a panel of judges. This distinguished panel of five consisted of one representative from each of the following: Cleveland customer, Akron customer, Millcraft's accounting firm, Millcraft's law firm, and the head of the local PIA.

After much discussion and lip-smacking (this was a *tough* decision!) the judges decided on the entry from the International Paper Company as the first prize winner. The competition was "HOT" with entries from Champion International, Appleton Papers, Midtec Paper Co., Fasson Division, James River/Curtis, Neenah Paper Co., Simpson Paper Co., French Paper Co., and Old Colony Envelope.

This event served to thank a multitude of Millcraft's customers for their continued support and provided Millcraft's suppliers with excellent exposure to a wide range of printers and creative people, the company said. Millcraft's Cleveland division manager, Larry Koverman and Akron division manager, Jim Wheeler were both in agreement that the event was a "huge success!!" for everyone concerned.

BAGCRAFT WISHES ALL "SEASONS GREETINGS"

Bagcraft has an attractive Seasons Greetings DUBL-WAX™ and DUBL-FRESH™ assortment of tin tie window bags plus an exciting assortment of foil and metallized gift bags. Special food service packaging programs, supermarket merchandising ideas, industrial packaging and school system packaging solutions will also be on display.

DUBL-WAX™ carry-out bags provide additional freshness protection the company said, and will help prevent staining and fall-apart-bottoms from spilled liquids or condensation. Window bags provide an exciting display area and combine the moisture gas barriers of polypropylene with the convenience of re-closable tin ties for cookies, gingerbread people, brownines, donuts and confections.

HONEYCOMB™ foil laminated bags will be available in three (3) stock sizes so that small feeding systems can test the effectiveness of this outstanding food service package. Bagcraft's exclusive lamination provides excellent heat retention and superior insulation/absorbtion for hamburgers, steak sandwiches, hot dogs and subs, the company reported.

FOX RIVER
PAPER COMPANY

FOX RIVER UNVEILS NEW IDENTITY

Fox River Paper Company has unveiled its new corporate logo; a new symbol was produced by their agency, Weidert Grapentin Advertising Inc.

"It was time to bring the Fox into our new Era of Commitment and Pride" states Pattie Wier, vice president of marketing. "The new logo is dynamic and bold and was designed to reflect the quality of our papers and service."

The company has also released a new brochure titled "The Proud Fox."

Printed six colors and varnished, with the new corporate logo blind embossed on the cover, the brochure spans Fox River's 100 years of paper making experience up through their present commitment to the paper industry.

This brochure also illustrates Fox River Paper Company's philosophy and catalogs the most recent capital improvements, expansions, and new product developments.

PORTION PACKAGING OFFERS PERSONALIZED PRINTS

In addition to their wide assortment of hotel/motel, retail and special print offerings, Portion Packaging Inc. offers cups bearing personalized prints.

"This portion of the firms premium quality plastic drink cup line is exciting because it offers an organization a unique vehicle in which to advertise its name or message," the company said. The printing is also available in a wide selection of colors, type sizes and styles to meet almost any need. All of Portion Packaging's products may be seen at booth #181 and members of the company may be visited in their suite (check listing for location).

ITALIAN DESIGNER COLLECTION AVAILABLE FROM PAPER CORP. OF U.S.

Paper Corporation of United States is the exclusive agent for Cartiere Fedrigoni, the Italian manufacturers of Splendorlux. A premium cast coated grade, heavy weight cast coated one side for packaging applications, white cast coated two sides and a unique collection of colors from pale pastels, bright primary colors, to stunning metallic colors. Cartiere Fedrigoni refers to this wide color range as their "Italian Designer Collection" because graphic designers influenced the selection of colors, and designers are the group who specify the use of this unusual specialty grade.

To our customers:

Please stop in . . .
say hello.

A visit to our
Sheraton Centre suite
would be most welcome

Nekoosa Papers Inc.
a company of
Great Northern Nekoosa Corporation

Midtec
SALES CORPORATION

meet with us at the Park Lane

GEORGE PETTY
JOE KASS
GENE LEVANDOSKI
JOE SIMONE
BILL McCARTHY
DAVE KAMMAN
PHIL LAWRENCE
BO RICHARDS
ERIC CHRISTENSEN
ANGELA VISCI

Merchants interested in selling and/or stocking Splendorlux are invited to visit Paper Corporation of U.S. during the NPTA Convention. Samples, pricing and information regarding additional distribution opportunities will be made available by contacting Ms. Forsythe at Paper Corporation of U.S., 488 Madison Avenue, New York, NY.

VIRGINIA PAPER SPEARHEADED GRAPHICS FUND

In a joint effort by the Printing Industries of Virginias (PIVA) and Virginia Paper Company (both located in Richmond, VA), the Virginia Graphics Educational Fund goal of $100,000 was reached on April 1st of this year. This sum, which will be used for educational programs designed to upgrade the professionalism of the printing industry in Virginia, was announced by James S. Hunter, president of Virginia Paper, at the PIVA board of directors meeting on Saturday, July 27 at PIVA's annual summer convention, held this year at the Virginia Beach Cavalier Hotel.

The program is now about ten years old and, since its initiation, the Fund has widened its educational scope—encompassing managerial and financially-oriented educational programs so critical to the continuing growth of this industry. The newly named program—the Virginia Graphics Educational Fund—was primarily spearheaded by James Hunter and Doug Spencer, Jr., of Spencer Printing Company about a year ago.

260 MERCHANTS WELCOMED BY HAMMERMILL

Hammermill Papers Group held its 71st Annual Conference with merchants recently in Erie. A record 260 Hammermill merchants from throughout the United States attended.

The Merchants' Conference is an annual communications meeting that provides an opportunity for the Hammermill Papers Group to update its customers on the changes taking place in the paper industry and in the nation's economy as a whole.

Now in its 72nd year, the Merchants' Conference traces its history back to 1912 when Hammermill introduced a then-revolutionary marketing technique. Before that time, paper was manufactured for each individual merchant, using his watermark. Former Hammermill board chairman, Norman W. Wilson, was sales manager in 1912 and conceived a plan to standardize on mill-watermarked paper, backed with heavy national advertising support and sold through a network of paper merchants. Although most United States paper manufacturers currently use this marketing technique, it was Hammermill which introduced the idea in 1912 and held its first Merchants' Conference at that time.

The 1985 Conference, which consisted of three days of business meetings, included a speech by Paul Hawken, entrepreneur and author of the widely-acclaimed *The Next Economy*, who described the strategies businessmen and planners must adapt in order to remain competitive in these changing times. The balance of the sessions, conducted by Hammermill personnel, dealt with marketing programs for Hammermill products.

GREAT ATLANTIC PAPER PACKAGING CORP. JOINS NPTA

Congratulations and welcome aboard to Great Atlantic Paper Packaging Corp. The company was established in 1963 and operates a 22,000 square foot warehouse at 281–289 Butler Street in Brooklyn, NY.

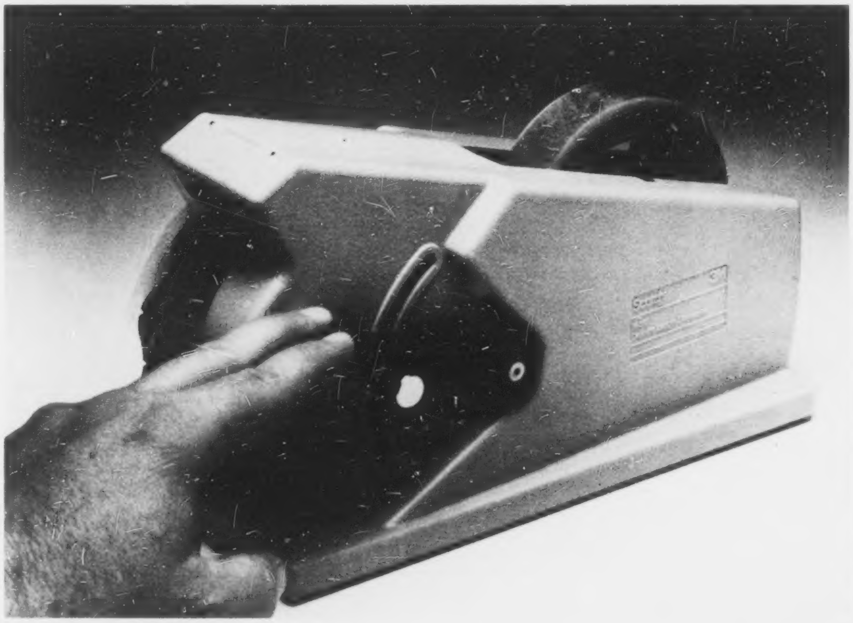
The industrial distribution company has 16 employees. The president is Alvin Rothkopf and Alan Sneider is executive vice president.

All wish them much success.

3M SINGLE-STROKE DISPENSER OFFERS PRECISE, PRE-SET TAPE LENGTHS

A tape dispenser that provides 3/4–to 5 inch pre-set lengths of tape at the single stroke of a handle has been introduced by 3M's Packaging Systems Division.

The new Scotch brand M–96 definite length dispenser offers easy, one-hand accessibility for countertop packaging,



wrapping and sealing applications, 3M reported. It is designed for use with most Scotch brand pressure-sensitive paper and film tapes up to 1 inch wide on 3 inch cores. Roll-length capacities are 60 yards (paper) and 72 yards (film).

The new dispenser has a high-impact, scratch-resistant housing; an improved dispenser mechanism and an easily-changed metal cutting blade. Dimensions are 12 by 6 3/8 by 4 5/8 inches.

LEIGHTON HEADS PAPER COMPANY

San Antonio attorney Leonard Leighton has been elected president of Matera Paper Company. Leighton fills the vacancy created by the accidental death of the company's founder, Frank Matera.

The senior partner in the law firm of Leighton, Hood and Vasquez, APC, Leighton also is an adjunct professor for Federal Taxation and Estate Planning at St. Mary's University Law School.

As the company's new president, Leighton says, "We want to continue to build on the foundation laid by Frank Matera." In addition to Matera's recent entry into the Austin market, Leighton foresees growth and expansion into other cities in Texas.

NEW SPRINGHILL PAPER SWATCHBOOK

A new swatchbook of the complete Springhill line of white and color papers—including the newest gray color—from International Paper Company (IP) is now available to printers and paper specifiers.

The booklet contains samples of offset white and business papers as well as matched colors in bond/offset, vellum bristol-cover, and index grades. The handy swatchbook describes the benefits and applications of each grade and lists specifications including stock sizes and appropriate basis weights.

IP White Papers Group sales offices with addresses and phone numbers are also given.

Copies of the new Springhill white and color paper swatchbook is available from paper merchants or I.P.

GO-JO INTRODUCES SPA BATH™ DISPENSER

A new dispenser that reinforces the luxuriousness of Spa Bath liquid soap in the bath and shower has just been introduced by Go-Jo Industries, Inc., Akron, OH.

The new Spa Bath dispenser is molded in almond ABS plastic for both durability and color compatibility in any decor. It was designed with a unique push bar that reinforces the mounting with each use—even in humid environments. A concealed locking mechanism opens the Spa Bath dispenser and eliminates the inconvenience of misplaced keys.

Refill packs of Spa Body and Hair Shampoo are quickly and easily loaded into the dispenser. Each refill pack has a no-drip, anti-clog valve and the entire pack is disposed when empty.

Spa Bath Body and Hair Shampoo is excellent at both sink and shower areas in hotels/motels, health clubs, spas, etc. The enriched formula, the company said, produces a luxurious lather that cleans and softens skin while providing gentle hair cleansing.

PLASTICS INC. PRESTIGE CUSTOMWARE CREATES BIG IMPACT

Foodservice operations can create image-builders with new, generous-sized, 16 and 20 ounce clear and white tumblers from Plastics Inc., the company reported. Pieces can be imprinted with the establishment name/logo, for holiday events or special promotions. The new tumblers are available with snug-fitting lids for carryout use that continues to sell the message off-premises.

A subsidiary of Anchor Hocking, Plastics Inc. is a recognized leader in the design of beverageware, single-service dinnerware, Microproof® and Hi-Heat® oven dinnerware, Gourmet to Go carry-

EVENTS

OCTOBER

23. *Managing Customer and Product Line Profitablity— A Key to Survival and Growth in the 80s., Los Angeles, CA. Contact NPTA.*

24. *Print Pacific '85, San Mateo Expo Center, San Francisco, Ca. For more information contact Dwight Mitchell, show manager, 415-962-8976.*

28–11/1. *Printech Week, Rochester, NY. Contact NPTA.*

30–31. *Industrial Packaging Symposium, Chicago, IL. Contact NPTA.*

NOVEMBER

6–8. *Trends in Paper Distribution Computerization Conference, St. Louis, MO. Contact NPTA.*

10–15. *Paper Distribution Management Development Program, Oxford, OH. Contact NPTA.*

18–19. *The second uncoated groundwood papers conference, Waldorf-Astoria, New York, NY. For more information contact: David R. Allan, Pulp & Paper Seminar Department, 212-683-9294.*

19–20. *Successful Inventory Management for the Wholesale Paper Distributor, Seattle, WA. Contact NPTA.*

out and fluted Prestige and etched Scrollware servingware. Plastics Inc. also custom designs and custom prints beverageware.

MEAD CHIEF BOND IN NEW SHADE

Mead Chief Bond/Xerographic paper is now being manufactured in a new blue-white shade. This 81 brightness sheet will now provide higher copy contrast in both copier and offset end-uses. Though Chief is Mead's least expensive copier/business paper, it is made to the same exacting runnability standards as Mead's Moistrite X02 and Info grades.

Chief is designed especially for high volume users, and with the new attractive blue-white shade, is an even greater value, the company said.

BURROUGHS CORPORATION CITES IP FOR SUPPLIER EXCELLENCE

Burroughs Corporation presented its Supplier Excellence Award to International Paper Company (IP) for exceptional performance in meeting Burrough's standards of excellence. IP is one of only 24 companies among Burrough's nearly 3000 suppliers worldwide to be recognized this year.

IP, which supplies paper used in Burrough's products, also holds the distinction of receiving this award for the second time in three years.

To qualify, suppliers had to meet Burrough's exacting standards for quality, delivery, pricing, and service, the company said. The award plaques were presented by A.C. Wilson, vice president-procurement, and J.J. Zeccardi, vice president-quality and service, to Dana G. Mead, IP vice president and group executive-white papers, and Joseph J. Robinson, vice president-marketing services.

In accepting the award, Mead said, "We are especially grateful for this honor because it recognizes and reflects IP's strong commitment to quality in all areas critical to meeting customer needs and expectations."

PAPER DISTRIBUTION INDUSTRY

BEST SELLERS

Rank	Publication	Last Month
1	Branching and Market Coverage. *Healy.* $35	1
2	Increasing Profits Through Better Marketing. *Healy.* $35	3
3	What Really Helps (or Hurts) Your Company's Bottom Line. *Tape and Guide.* $50	5
4	Introduction to Wholesale Distribution. *Danenburg/Moncrief/Taylor.* $35	7
5	Paper Merchant's Guide to Personnel Selection and Evaluation. *Cotter.* $85	8
6	Strategic Planning: A Fitness Program for Distributors. *Norris, Garrett, Samek.* $35	2
7	Effective Financial Management for Wholesaler-Distributors. *Mullins.* $35	4
8	Measuring Customer and Product Line Profitability. *Mullins.* $35	6
9	A Paper Need = A Problem Solved. *NPTA brochure.* 10¢ each	—
10	Practical Handbook of Distribution/Customer Service. *Blanding.* $40	—

THE NEKOOSA CARAVAN

The Nekoosa Caravan. . .Cara-what? No, we are not going into the recreation vehicle business, says Nekoosa. The Nekoosa Caravan represents a mutually beneficial selling approach to customers that has been used for over 20 years. It seems that they take place approximately every six to eight years. Each caravan has a central theme and one could tell how long a distributor was selling Nekoosa Papers simply by the number of caravans he had attended.

The most recent caravan theme was "Nekoosa. A Name Worth Repeating." It involved loading three stretch vans down to the springs with audio-visual equipment, a large display, samples, and other materials used during the meetings. Each van then departed to different markets east, south, and west and traveled until all markets were covered.

Participating in the meetings was the entire sales force as well as marketing personnel from Port Edwards. Each meeting consisted of an introduction of new products as well as emphasizing the company's current mix. There was also a current market update which was statistically supported by information furnished by Merrill Lynch and the American Paper Institute. These meetings lasted approximately 45 minutes and depending on whether it was a breakfast, lunch, or dinner–type meeting, a rap session usually followed. In many instances, there were two and sometimes three meetings a day. This went on for a period of eight weeks.

After 156 meetings and 29,833 miles, a tired marketing team returned to normal schedules with a sense of accomplishment, a better understanding of its customers, and another memorable experience.

"Say!. . .How many of you can remember the Dynamic Dimensions Caravan?" asks Nekoosa. "I'll never forget because I was on the West coast at the time, and..."

FONDA ACQUIRES SUPERIOR PAPERWARE BUSINESS

The Fonda Group, Inc. has acquired certain assets of Superior Paperware Company of Marion, IN, it was announced by Albert C. Lasher, Fonda's chairman and chief executive officer.

Fonda has acquired Superior's name, trademarks and designs. It has purchased some of Superior's equipment and its remaining raw materials and finished goods inventories. Superior's physical plant in Marion was not included in the sale to Fonda. Terms of the acquisition were not disclosed.

Key Superior executives, including Doyal Parks, former president, and John Hancock, former plant manager, have joined Fonda. Parks will manage the marketing of the Superior line. Hancock will join the management team at Fonda's plant in St. Albans, VT.

Superior previously manufactured disposable paper plates and cups for consumer use, marketing mainly through major supermarket and variety store chains.

"Fonda's manufacturing plants in St. Albans, VT; Williamsburg, PA; and Santa Clara, CA are in an excellent position to maintain continuity of product flow to Superior's customers," Mr. Lasher said.

THE GREAT SCOTT BLACK VELVET LINT TEST KIT
SCOTT
105317
SCOTT
SOFT COTE
IMPROVED 05311
MICRO WIPES
105314
SCOTT
PRECISION WIPES

DELTAPAPER SOUTHERN MOVES TO NEW LOCATION

The company's Florida operation will be moving its manufacturing and sales functions into a new facility in the Orlando area. The new location is in the Regency Industrial Park, just south of Orlando, adjacent to major highways with a multiple car private rail siding located on the SCL rail lines. Glenna Keefer, Deltasouthern's operation manager, expects the move to be completed before October 31, 1985.

NEW TOP-QUALITY GRADE INTRODUCED BY HOPPER

Georgia-Pacific Corp.'s Printing Paper Division has introduced a new top quality paper grade. Hopper Tapestry is a premium sheet that possesses the rich textures and excellent printability of only the finest cover and text papers.

Tapestry Bright White is the brightest sheet available on the market, G-P said. Tapestry Natural creates a subtle aura of luxury and worth. Both shades come in four finishes—smooth, vellum, finely textured silk and heavy linen damask—and each is available in as many as five basis weights, from 70-lb. text to 130-lb. DT (double thick) cover.

"As befits a top-quality cover and text sheet, we are promoting Tapestry in top-quality fashion," said Sally B. Nathans, director of communications for the Printing Paper Division. "In addition to advertising, we have a wall poster based on the medieval Unicorn Tapestries of New York's venerated Cloisters Museum. Also available is the Hopper Tapestry swatchbook, which is consistent with our most recent efforts for Chambray and Skytone. We believe Tapestry will interest others as much as introducing it excites us."

In a related move, Hopper Sonata and Carrara grades have been discontinued.

DISTRIBUTORS CAN DEMONSTRATE LOW-LINT WIPERS WITH NEW KIT FROM SCOTT

Distributors can demonstrate to customers the low lint characteristics of Scott precision wipers with "The Scott Black Velvet Lint Test Kit" from the Away-From-Home Products Division of Scott Paper Company.

Available in two versions—a large version designed for use in the distributor's office and a smaller, portable version for use on the road. The test kit allows sales people to show their customers first-hand that Scott Precision Wipes™, Soft-Cote® Wipes and Micro-Wipes® have less lint than competing brands, the company said.

Both kits contain product samples, a black velvet test cloth, a lint pick-up stick and full instructions. To perform the test,

[redacted]

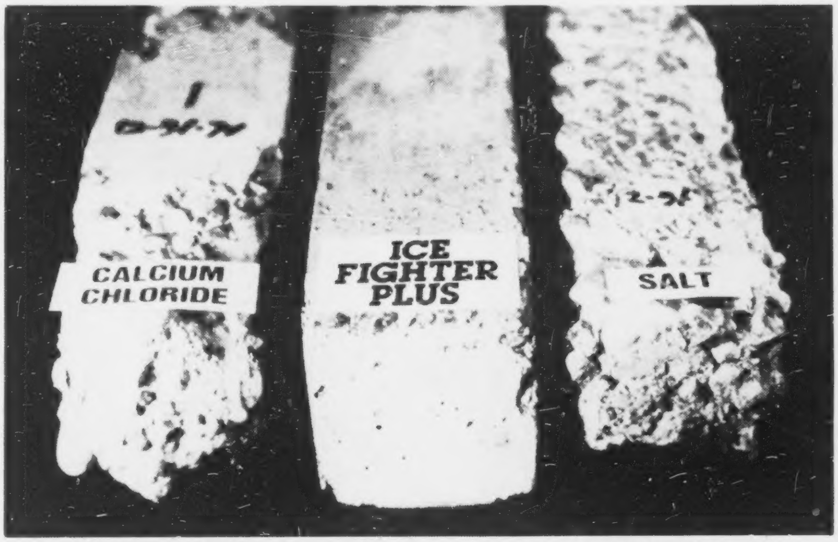
50 wipers of a competing brand are pulled from their container while held over one-half of the black velvet cloth. Then, 50 Scott wipers are pulled from their container while held over the second half of the black velvet cloth. Then, another 10 Scott wipers are dispensed for good measure. When completed, both sides of the cloth can be compared to see which wiper produced less lint.

All three Scott wipers are designed for use by precision manufacturers, labs and other high-tech industries that require low-lint wipers with high strength and absorbency. Micro-Wipes® come packaged in Scott's new clean-pack carton that virtually eliminates carton dust contamination.

Both Micro-Wipes® and Precision Wipes™ are highly absorbent and provide the high stretch that allows them to clean tiny crevices without tearing. They are soft, non-abrasive and will help avoid scratching of delicate or polished surfaces. Scott's Soft-Cote® wipes are designed to handle hard work yet be gentle to delicate surfaces such as polished metal, plexiglass and film.

"The Scott Black Velvet Lint Test Kit" is available from regional Scott Representatives.

PATENTED
ICE FIGHTER PLUS™
Snow and Ice Melter



The effect of various deicers is shown graphically by the concrete test blocks above

The *only* snow and ice melter that reduces freezing damage to concrete.

A limited number of distribution areas still available

FOR INFORMATION, CONTACT:

MORGRO CHEMICAL COMPANY
Dept. 100, P.O. Box 151048
145 West Central Avenue • Salt Lake City, Utah 84115
CALL TOLL-FREE: (800) 221-1049

MEMBER **ISSA**

[redacted]

MEAD UPGRADES FOCUS ON QUALITY IMPROVEMENT

A major upgrade at Mead Paper's Chilpaco Mill in Chillicothe, OH will result in improved quality in all of Mead's coated sheet-fed grades, the company reported. The $38 million project includes rebuilds of three paper machines and an off machine coater as well as the expansion of the mill's finishing facilities.

The major goal of the project is product quality improvement. The machine rebuilds focus on the wet end of the machines improving sheet formation, ink holdout, mechanical condition and printability. "We want to provide our customers value-added, high quality, consistent products," said coated industry manager Austin Lance. The Chilpaco Mill produces Mead coated sheet-fed grades including Mark I, Black & White, Mead Offset Enamel, and Moistrite Matte.

[redacted]

IFC ANNOUNCES MAJOR EXPANSION AND NAME CHANGE

Industrial Fabricators Company, a nation-wide convertor and distributor of industrial wiping cloth products, announced today that it has begun a $2.6 million expansion program to consolidate it's Tennessee Disposables Division in Knoxville, TN, with its headquarters plant located in Jackson, TN. The company also announced that it was changing the corporate name to IFC Nonwovens, Inc., and would drop both the Industrial Fabricators Co., Inc. and Tennessee Disposables, Inc. name identifications in the marketplace.

Industrial Fabricators Company acquired Tennessee Disposables in August, 1984 from Georgia-Pacific Corp. and has been operating the facility in the Knoxville location since that time. The Knoxville plant manufactures composite laminated fabrics used by IFC's Jackson plant as part of their converting and finishing process of various disposable products for the industrial and health care markets.

The 100,000 square foot addition to the Jackson plant will provide expanded manufacturing, warehousing and shipping facilities to house the Knoxville operation as well as several other new production lines the company has acquired.

IFC had previously announced that it had purchased the primary laminating and finishing production lines of the Proctor and Gamble Buckeye Cellulose plant in Huntsville, AL. The P&G plant manufactured a related type of nonwoven fabric which will be incorporated into IFC's product line.

According to Robert Dailey, III, president, the expansion program will allow IFC to dramatically improve its manufacturing capabilities which have rapidly developed over the past years.

The company's decision to change its name to IFC Nonwovens is the result of a desire to more aptly identify the company's future direction. According to Dailey, "IFC Nonwovens provides a clearer identification of our future capabilities yet draws upon tradition of the IFC name which has come to represent innovation, service and quality in the disposable fabrics marketplace. We, therefore, combined both names (Industrial Fabricators and Tennessee Disposables) into one company identified, IFC Nonwovens."

Company officials hope construction will be completed in late Fall and that initial start up of the new production lines will begin before the end of the year.

BAY WEST INTRODUCES MULTI-PURPOSE WIPE

Bay West is introducing a multi-purpose utility wipe product to its full line of washroom products. The brand no. 48 disposable wipes are excellent for single-use applications. The highly absorbent wipes work well for cleaning polished or sensitive surfaces, the company said. The white 10" x 10", one-ply towels come packaged in convenient pop-up dispenser boxes. Cases contain 12 packages of 168 towels each.

A wiper dispenser is also available from Bay West, which holds the dispenser boxes of the Bay West utility wipes. The economical, rust-resistant wire dispenser attaches quickly and easily to walls or other surfaces.

CROWELL HIGHLIGHTS COMPLETE LINE

Crowell is highlighting its complete line of Samson reinforced sealing tapes and Tufftape paper tapes at NPTA's Exposition. Crowell will also display Nyvel®, a cold seal cohesive packaging system and will feature a number of new developments related to its rapidly growing paper/foam CRO-NEL® packaging material line. In addition, the firm is also highlighting its newly-introduced HS-115 and CS-215 automatic pouch-forming systems.

LILY SAYS 'THE BIGGER THE BETTER'

Everybody knows that you receive a better value when you buy the large/jumbo size. With its new point of purchase mobile Lily-Tulip is reminding customers of just that. The brightly colored unit features three sizes of cold drink cups and accentuates the "Best Value" with a big red arrow—the largest size, of course!

This merchandising aid will hang from the ceiling or sit on a counter top for maximum visibility. This sturdy display has a shiny surface and comes complete with logo stickers for popular brand beverages. Blank stickers are also included for pricing, and special features.

Designed for simple assembly, the die-cut display will hold cups ranging from 9 to 33 ounces in size. It is available to all who purchase Lily cups.

UNITED STOCKS 5 MILLION POUNDS

United Paper, Inc., Sturgis, MI, has announced its increased capability to supply C1S and C2S board, and coated enamel text and cover to merchants east of the Mississippi. United stocks 5,000,000 pounds of 100% mill run, first quality product for immediate delivery. Truckload quantities are shipped free, up to 200 miles. "The purpose of this increased level of inventory is to insure the quickest delivery to our customers," according to Terry Mildenberg, United president.

Available are United's own UNI-COAT C1S AND C2S cover and board, .008 through .014; TAKO C1S board, .010 and .012; plus BOWATERS Buckingham Text in 60, 70, 80 and 100 lb., and Glen Eagle cover, in 80 and 100 lb. weights.

Welcome To NPTA

Kimberly-Clark's Service and Industrial Sector invites you to stop by our suite in the New York Hilton while you're at the NPTA convention. Learn more about our fine wiping products, protective garments and facial and bathroom tissue—such as KIMWIPES®, TERI® and KIMTEX™ Wipers, KLEENGUARD® Coveralls and KLEENEX® Facial Tissue. Find out how they can help you sell more. We're looking forward to seeing you there.

Kimberly-Clark Corporation

Service and Industrial Sector

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Teri
Wipers
BRAGBOX
33570
Kimtex
KleenUps II
Kimwipes
Kaydry
Kleenex

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ADVANCES AT CENTRAL PAPER COMPANY

Central Paper Company, Menasha, WI, has implemented new technology in manufacturing operations which enhance the quality advantages of Central's tape products. Robert C. Williams, executive vice president, stated that "innovations in hot melt laminating processes provide for more uniform coating application controls that maximize consistent permanent bonding of papers and glass reinforcement, along with smooth, dry roll edges."

Williams also stated that new computerized process controls have "assured the highest degree of uniformity and consistency to Central's patented 911 adhesive. The computerized process controls provide for improved statistical analysis and quality assurance in adhesive formulation, mixing and gumming operations."

In a related move, Central Paper Company has announced the development of a national user market information system.

Upon completion, the system will allow both Central Paper field sales people and distributors on-line access to Central's mainframe computer system located in Menasha, WI, for information concerning their respective end uses.

Vern Drechsler, project manager, states, "There is no other system like it available in our industry, and it is Central Paper's ongoing commitment to be a full-service manufacturer of these products."

More information concerning Central's unique user market information system is available from the delegation headquartered at its hospitality suite at the Sheraton Centre.

CENTURY REPORTS QUARTER RESULTS

Century Papers, Inc., a paper distributor headquartered in Houston, TX, reported unaudited first quarter net earnings of $145,000 on sales of $30.9 million, compared with net earnings of $259,000 on sales of $20.6 million for the same period in 1984.

Herschel G. Maltz, president and chief executive officer, commented that the company's business currently is good in Arizona, Colorado, Oklahoma, Tennessee, and Mississippi, while the Texas markets are rather quiet. "These conditions challenge us to generate profits regardless of the vigor of the marketplace," he said. "We are making appropriate adjustments to our operation, and we are confident that our people will respond; bad news generally is behind us," he added.

Century Papers, a wholesale distributor of paper and allied sanitary maintenance products, operates 17 distribution centers in Texas, Arizona, Colorado, New Mexico, Oklahoma, Tennessee, and Mississippi, and five retail stores in Texas.

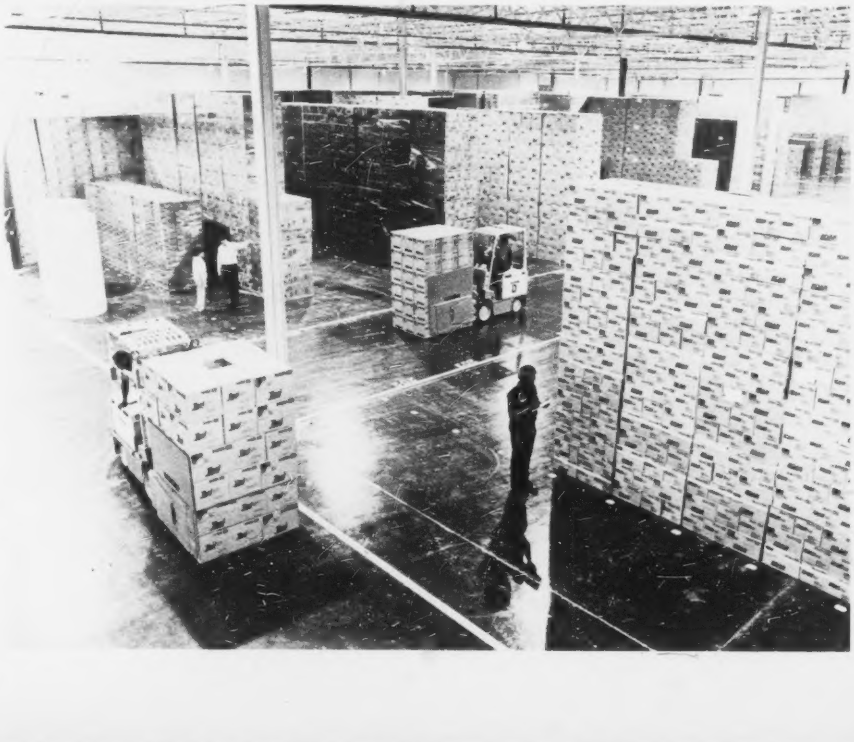
NEW KIMBERLY-CLARK FACILITY DEDICATED TO DISTRIBUTORS

Now there's a centrally located facility devoted exclusively to the needs of the Service and Industrial Sector. Kimberly-Clark's new 300,000 square foot plant is now in operation in Corinth, MS, just 70 miles from one of the nation's major transportation hubs, Memphis, TN. The staff of the Service and Industrial plant is working full time to maintain the highest production standards and to provide distributors with better, more consistent service, the company said.

The plant features a 100,000 square foot area for converting industrial wiping products on high-speed, state-of-the-art equipment. In addition to the converting area, another 200,000 square feet comprise the distribution center. It is from this central location that all Service and Industrial products will be distributed nationally.

This new modern facility offers distributors many advantages: more consistent and reliable delivery; better inventory control; improved product quality; experienced and dedicated management.

Kimberly-Clark's commitment to the Service and Industrial Division was evident with the elevation of the Division to Sector status in a growing $4 billion company. "Working together with our distributors" the company said, "we can look forward to a promising future. We are dedicated to meeting their needs as well as growing together."



NEW PRODUCTS SPUR MAJOR GAINS FOR MARVEL LAMPS

Riding the crest of a series of new product introductions, Marvel Lighting Corp. reports booming sales.

The company has added a broad range of new products to its line of Long-Life bulbs, including the recently developed 8–10,000 hour Krypton bulb. This will be followed shortly with a 20,000 hour bulb, and by the end of 1985, an energy-saving incandescent lamp will be added.

New products to be introduced in 1986 include high pressure sodium lamps and several new colors of fluorescent lamps.

According to Paul Greenberg, vice president, sales/marketing, "Our success in the paper products field stems from three key factors: The quality of our lamps is outstanding. They are manufactured here in America. Last and maybe most important, Marvel lamps are not available through mass merchandisers so they enable distributors to build a franchise without having to compete with heavily advertised consumer brands."

The new business opportunity awaiting paper products distributors is the keynote of Marvel's new trade advertising campaign. It highlights the opportunity for distributors to get new business from their existing customers by adding Marvel lamps to their regular line of products.

NEW BOOK PUBLISHING GUIDE FROM PENNTECH

Penntech Papers, Inc., White Plains, NY, manufacturer of commercial printing and book publishing papers, has released a completely new, updated version of its "Book Publishing Guide."

This helpful sales tool contains a general description of each of the Penntech book grades, as well as basis weight, opacity and bulk specifications. The grades included in the guide are: Pennbook, PennSet Opaque, Pennfield Opaque, Westline Opaque, Highland Book, Penn Supreme and Clarion Book Offset. Paper samples are an intregal part of the Book Publishing Guide and show the range and variety of shades and papers available.

The guide was designed in a convenient 3 1/2" x 8" format for ease of handling. It fits comfortably into the breast pocket of a suit and mails easily in a standard letter size envelope.

Penntech invites all to pick-up copies of the Book Publishing Guide at their Hospitality Suite in the New York Hilton during the NPTA Convention.

STAR ANNOUNCES NEW RETAIL COMPUTER PAPER PRODUCT LINE

New PRO-PRINT® Computer Paper Supplies include fast moving computer papers, computer stationery, continuous envelopes and self-adhesive labels, reports Star Forms. Attractive, reclosable packages are sized to provide the paper quantities and retail price points distributors seek to effectively sell the product. The new line of products will be introduced at the NPTA Show.

STANDARD PAPER OFFERS PACKAGE ON NCR

Standard Paper Software Marketing Corp. announces that it will be offering its popular SP/DP Paper Distributor Software on new NCR super-micro Tower XP and Tower 32 computers. Concurrently, NCR has announced the appointment of Standard Paper Software Marketing Corp. as an OEM for the Dayton, OH computer manufacturer.

These events follow shortly after NCR announced production of its new Tower 32 super-micro computer, capable of supporting 32 users. The new 32 bit advanced design Tower 32 offers super-mini performance at significantly lower cost than was previously possible. Employing the most advanced technology with the new 32 bit Motorola 68020 microprocessor at 16.7 MHz cycle speed, 8 KB cache memory, no wait states, and high speed I/O, and the UNIX operating system, the Tower 32 will support 32 interactive users at up to 4 times faster performance previously available.

The Standard Paper SP/DP Distributor Package is a software package written by and designed for the industrial paper distributor. Standard, the largest supplier of packaged software to the industrial paper distribution industry with 70 installations, plans to continue to offer its SP/DP Paper Distributor Package on MDS/Qantel hardware. Ed Mazer, its president, states, "The addition of NCR as a second source for computers offers our customers a choice of hardware manufacturers, while assuring that the SP/DP Package will continued to be offered and the most advanced computers equipment at the most cost effective level possible."

In a related move, Standard Paper Software Marketing Corp. offers its popular SP/DP Paper Distributor Package in a new form that will run on a variety of computer hardware. It has translated its SP/DP Package into UX-Basic, a language that runs on the UNIX Operating System developed by the Bell Labs Division at AT&T. UNIX is supported by such leading computer manufacturers as NCR, Digital, Data General, AT&T, Sperry, Hewlett-Packard, Convergent Technologies, Altos, Gould, Perkin-Elmer, an Amdahl which are all potential host computers for the package.

ERVING INCLUDES VIDEO PROGRAM IN DISPLAY

A video tape will introduce Erving's new line of Deeptone and Midtone cocktail napkins, dinner napkins and matching polybag tablecovers. The tape, as well as Erving's complete line including banquet rolls, folded rolls, towels, industrial wipers, bathroom and box facial tissues, can be seen at Booths #107 and #108.

NEW "SNACK AND DIP" TRAYS OFFERED BY FORM FIT PLASTICS

A new line of "Snack and Dip" trays is now available from Form Fit Plastics of Dracut, MA. The "Snack and Dip" trays are clear, rectangular and available in a variety of two and three compartment sizes and depths. Thermo-formed of FDA approved Styrene, they are ideal for cocktail parties, catering, sports and spectator events, parties, etc.

Typical foods might include hors d'oeuvres, cheese dip, nachos, nuts, chips, shrimp and seafoods, meat balls, chicken, salads, vegetables, desserts, etc.

Special decorator colors and custom sizes are also available from Form Fit. The trays stack and nest for space saving storage. Form Fit manufacturers standard and custom disposble thermoplastic products for a wide variety of applications and industries.

MIDTEC SALES FORCE: PROUD OF THEIR FEAT

The Midtec sales team achieved their spectacular goal of securing contracts with publishers and printers for 75% of the projected capacity of the now-under-construction coated paper mill at Newcastle, New Brunswick.

The mill known as Repap Miramichi Pulp & Paper Inc. is projected to start up in the second quarter of 1986 with a capacity of 200,000 tpy.

TINKERING WITH TREES

According to the *Associated Press,* a program in which trees are injected with flower-producing hormones is expected to develop a generation of "super trees" that will become some of the nation's fastest-growing timber in the 21st Century.

Georgia-Pacific Corp., a forest-products firm, says it has injected hundreds of Douglas fir seedlings in its forest research center in Mosby Creek, OR. The solution injected is designed to make the trees produce a cone crop each year, rather than every four to seven years.

By selecting the best seedlings from the new breed, researchers hope to raise trees that mature 20 to 25 percent faster than present generations.

PEOPLE IN THE NEWS

Raymond W. Dykema has been elected president of Steindler Paper Company, headquartered in Muskegon, MI. He will take office on January 1, 1986.

Ward B. Gardner has been named vice-president-northern region manager by The Unisource Corporation. **Phillip L. Erickson** has become the central region manager and serves as executive vice president of Unisource. **Robert E.C. Burris** has been named vice president-southern region manager of the company.

Robert T. O'Hara has joined Perkins-Goodwin in New York City as executive vice president and chief operating officer. Formerly, he was vice president of WWF.

Robert M. Robert passed away on August 10, 1985. He ran the distributorship, Robert Paper Company, that he founded 51 years ago in New York City. **R. Michael Robert,** the founder's son, will continue as president.

Hubert N. Phillips, former president and chairman of the board of the Frank Parsons Paper Company, passed away at the age of 88. He was a past president of the Sales Association of the Paper Industry and was a director of NPTA.

Gerald C. Marterer has been elected president of the Nicolet Paper Company.

NEW PLASTICS FROM DRUTH

Angelo Minotis, the president of Druth Packaging and Hal Simons, national sales manager are very excited about their newest innovation—plastic corrugated! In a variety of colors and in all flutes, plastic corrugated has an unlimited potential in many areas, the company reported.

Featured during this year's NPTA meeting will be examples of their latest "Hi Tech" packaging, especially those relating to anti-static products.

SEALED AIR TO HOST ANNUAL PARTY

Sealed Air Corporation will hold its 12th annual cocktail party on Sunday, October 6, from 5:00pm to 7:00pm in the Rendezvous Trianon Room of the New York Hilton during the National Paper Trade Association Convention.

All distributors of Sealed Air products are invited to attend and help the company celebrate its 25th anniversary.

NYMAN INTRODUCES NEW PRODUCTS

Nyman manufacturing is introducing its new hot cup lid featuring a detachable tab that forms a drink-through opening at the NPTA Show. On addition, they introduced a baked potato casserole dish with cover of high impact polystyrene plastic for use in restaurant carry out service. Nyman also unveiled a complete, newly-designed line of Clear Choice® Dome Covers for its dinnerware products and expanded the Popular Choice® dinnerware line to include an 11" platter.

In response to expanding market needs, Nyman has added to its production capacity for Natural Choice® Translucent Cups, First Choice® and Popular Choice® Impact dinnerware and Cut Crystal® tumblers. Marketing plans are currently being developed for several product line additions and extensions to these plastic products, as well as to support capacity expansion of Nyman's paper cold drink and hot drink product lines.

The company is also developing new packaging for Natural Choice® Cups, Cut Crystal® Tumblers, First Choice® and Popular Choice® dinnerware.

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  We were the first manufacturer in the world to produce them!
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  Our innovative designs include AFV's patented expanding filing jackets.

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- Three manufacturing centers across the U.S. to get the product out quickly.
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ACME PAPER ADDS SPACE

Acme Paper and Supply Co., Inc. has begun construction of an addition to its existing warehouse that when completed will create the region's largest warehouse facility for the distribution of food service, industrial and maintenance supplies.

The 35,000 sq. ft. addition will expand Acme Paper's warehouse and offices in the Baltimore-Washington Industrial Park to 80,000 sq. ft. containing nearly 2 million cubic ft. of space.

The new section will have 28 ft. high ceilings and will add two more trucking docks to the six already in use. It features state-of-the-art equipment for the computerized handling of all phases of distribution.

Acme Paper was issued a $1.5 million Howard County industrial revenue bond to make the expansion. The company has also purchased 3.5 acres for future growth at its Savage, MD site.

"We serve all sizes of companies and businesses—from an individual store to Amtrak," says Edward Attman, Acme Paper president. "Expanding our warehouse will enable us not only to grow but to become the major force in our industry in the mid-Atlantic region."

Founded 40 years ago in Baltimore by Edward Attman, who began by supplying his family's famous delicatessen with paper products, Acme Paper expects its expanded warehouse to be completed by the end of 1985.

IVEX TOP MANAGEMENT TO HOLD SALES STRATEGY MEETINGS

IVEX Corporation is coming to the NPTA Convention this year to speak with their distributors and to discuss sales strategy. "We will introduce new products and establish mutual goals for a profitable 1986," said James J. McCarty, president and COO of IVEX.

IVEX Corporation, Houston, TX is a converter of paper and plastic into products used extensively for packaging, as well as manufacturers of paper and extruded plastic sheet. The corporation has 14 manufacturing plants and 32 sales offices located across the United States and Canada.

"This year IVEX has more to offer distributors than ever before," McCarty commented. "The expansion of our Fresh-Pak product line gives IVEX the most complete supermarket packaging program in the country.

"Our recent acquisition of Curtis Wagner, Co., Inc., also adds a new product segment to our line, as well as, compliments our supermarket packaging program," McCarty stated.

"We're not only broadening our product base," he added, "but we're upgrading existing facilities, and continually adding modern equipment to produce new designs for our current stock items."

L&CP GROWTH AHEAD

L&CP Corporation, a leading manufacturer of laminated and coated products, will be hosting a hospitality suite at the Warwick Hotel during the Convention.

The former division of Champion International was recently sold to a group composed of the division's management and Sellstoff-und Papierfabrik Frantschach AG of Austria, a paper products manufacturer. L&CP's management team has extensive experience in the business, having been with the L&CP division and its former owner, St. Regis Paper Co., for 15–30 years.

The sale was facilitated by Kermit Greene, L&CP's newly appointed president and CEO. Additional management members include Jack Carr, executive vice president, COO; Pat Farrell, vice president, marketing and sales; Paul Fortin, vice president, manufacturing; Curt Kittleson, vice president, finance and administration.

L&CP produces a wide variety of masking papers, cohesive papers for industrial and medical packaging, speciality papers, gummed printing papers and industrial release papers.

UNITED GROUP MAKES CHANGES

The United Group is an affiliation of privately-owned wholesale paper and chemical distribution companies dedicated to market share growth and increased profitability. It was announced at its most recent board of directors meeting that The United Group, the paper industry's fastest growing marketing organization, will be represented at the NPTA Convention October 5–7 by James R. Gardner, president; Susan Vinson, executive vice president; and Gordon Smith, vice president. The United Group's hospitality suite, will be in the Hilton Hotel and open each Convention day from 4:00pm to 8:00pm.

A member of The United Group's board of directors or an officer of The United Group will be available in the hospitality suite to discuss and answer questions regarding the many marketing programs and advantages of membership. The board of directors is composed of: Fred W. Baumann, Jr., president, Baumann Paper Company, Lexington, KY; Steve Goodman, vice president, Portsmouth Paper Company, Portsmouth, NH; Joe Brannum, executive vice president, Osment Paper Company, Inc., Birmingham, AL; Bernard Greenberg, chairman and CEO, Greenberg Corporation, Elk Grove Village, IL; Murray L. Florence, Jr., president, General Paper Goods Company, Atlanta, GA; Henri Renard, chairman of the board, Renard Paper Company, St. Louis, MO; and Frank W. Tilley, president, Kaymac Paper Company, Dallas, TX.

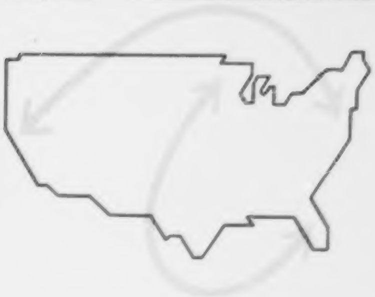
In other action it was announced that The United Group recently moved to expanded quarters. The new address is No. 3 Bancroft Circle, P.O. Box 8260, Monroe, LA 71211. For the convenience of our members, potential members and preferred sources of supply, A WATTS line has been installed. The number is 1–800–826–1976.

James R. Gardner, president of The United Group also announced the Group's new Preferred Account Program where selected national/regional accounts will be solicitated on behalf of The United Group Members.

PROFESSIONS UNLIMITED, INC.

The Recruiting Specialists...

Executive management of paper merchant houses know where to turn when they need help in filling important positions. Specializing in sales, middle management and top executive positions, Professions Unlimited can tailor a search program to meet your needs.



Professions Unlimited is a 13 year old recruiting firm specializing in the paper distribution industry with emphasis on flexible packaging, fine paper and industrial supplies. Professions has placed over 100 people in these areas since 1981—from New York to California, Minnesota to Florida. 80% of those placed were experienced in the paper merchant trade, the remainder were from manufacturers serving paper merchants.

To find out how you or your firm can benefit from our services contact Carl Coco, Jr., CPC, Executive Vice President or Philip R. Gross, CPC, Vice President National Accounts.

*Please note: Our policy states that we only work with one merchant house per city.

PROFESSIONS UNLIMITED, INC.

10999 REED HARTMAN HWY. CINCINNATI, OH 45242 513-793-5531

PRINTING PAPER

PRINTERS SEE FURTHER DECLINE IN PAPER INVENTORIES

Printers continued to pare their paper inventories during the Second Quarter, reducing the amount on hand by 3.6 days, reports the NAPL, to an estimated average of 23.8 days of inventory on June 28. This was the fourth consecutive quarterly decline in the amount of paper on hand in printers' plants and warehouses.

The Third Quarter outlook is for a continuing but perhaps slightly more modest decline, according to printers reporting their plans in the *Business Indicator Survey.*

During the Second Quarter, almost all grades of paper were readily available. 35% of the reporting printers said paper was more available in the Second Quarter than in the First Quarter. 60% said there was no change in the supply situation. Only 5% of the reporting printers indicate any difficulty in obtaining what they wanted, when they wanted it.

The only significant supply difficulty is reported by book printers, with 18% of this group noting less paper available in the Second Quarter as compared to the First Quarter.

On a geographic basis, the Western and South Central areas report some minor degree of paper supply tightening.

For 47% of the reporting companies, paper purchased and received about balanced the quantities used. 30% report a decline in inventoried stock, while 23% say they increased their quantities of paper on hand. Companies reducing their inventories during the Second Quarter did so by a wider margin than those building inventory.

The net result of the industry's Second Quarter paper transactions was a drop of 3.6 days in on hand levels. This is virtually the same rate of decline as during the First Quarter, although more companies participated in the inventory reduction efforts during the April-to-June period, NAPL reported.

PRINTING INDUSTRY ORDER BACKLOG COMPARISONS

Comparison First Day of 3rd Quarter 1985 to Last 6 Months and to All-Time High	Average Backlog in Days				1985 versus 1984 Historical Comparison — Backlog on July 1, 1985 versus July 1, 1984		
INDUSTRY GROUP	JAN. 1	APRIL 1	JULY 1	Record High§	MORE	SAME	LESS
All Groups*	16.4	13.1	14.8	18.0	17%	69%	14%
Sheetfed	14.1	11.6	12.4	17.3	24%	58%	18%
Heatset Web	31.4	25.2	23.9	35.0	9%	60%	31%
Non-heatset Web	18.7	12.3	17.2	22.8	25%	67%	8%
Business Forms†	15.9	9.6	10.6	19.9	14%	50%	36%
Quick Printers	5.4	2.6	4.7	5.4	50%	40%	10%

§Highest reported backlog 1980 through 2nd Quarter 1985, inclusive.
*Excluding Quick Printers.
†Information for companies that produce business forms as a secondary (not a primary) product.
Source: National Association of Printers and Lithographers

THURMOND AGREES TO NEW MANUFACTURING CLAUSE EFFORT

Senate Judiciary Committee Chairman Strom Thurmond (R-SC), champion of the printing industry's effort in 1982 to extend the Manufacturing Clause of the Copyright Law, has once again agreed to introduce legislation to extend the Clause reports Printing Industries of America (PIA). The legislation the industry requested Thurmond to sponsor would continue the Manufacturing Clause indefinitely but would allow individual countries to be exempt from the Clause provided it can be certified that they recognize and protect copyrights. Specifically, this is to protect the copyrights of U.S. authors and publishers operating in the country seeking exemption and that the country seeking exemption has no material non-tariff barriers to printing trade and no tariff barriers beyond those established through international agreements.

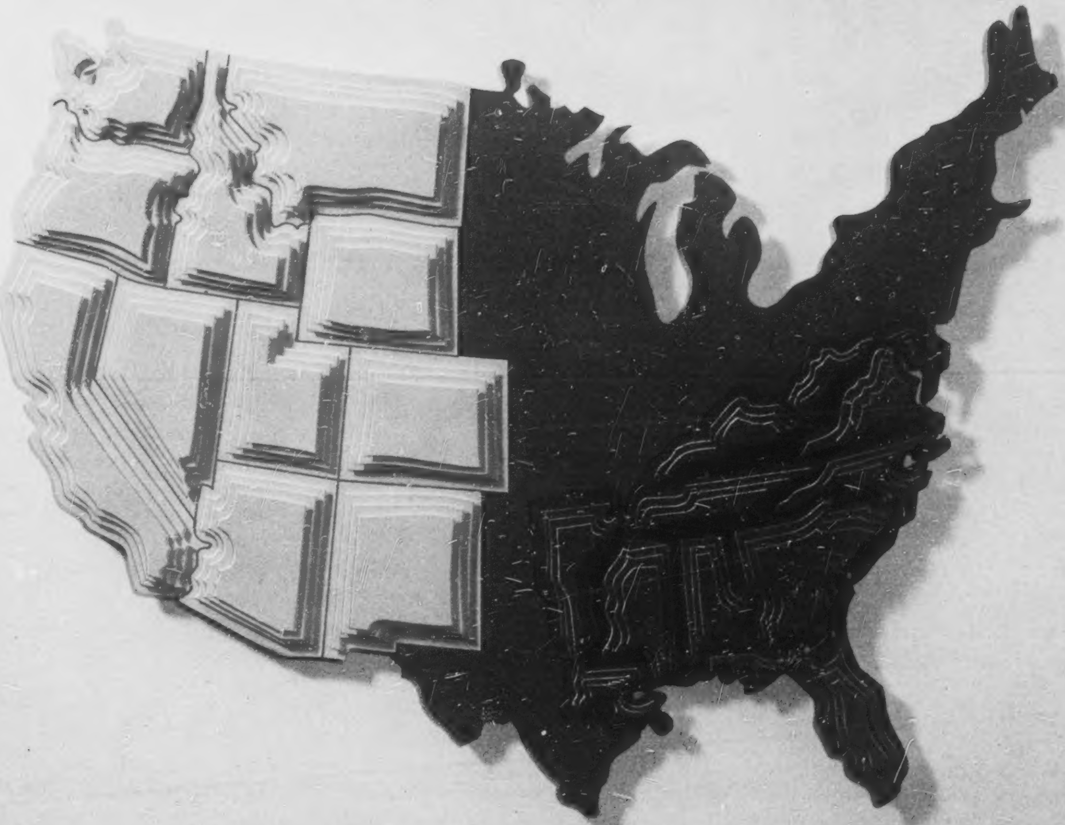
The legislation to be introduced by Thurmond would also clarify the coverage of the Manufacturing Clause by changing the items covered from "preponderantly non-dramatic literary material" to "printed matter." The preponderantly non-dramatic literary phrase has created numerous legal problems as courts have been asked to decide what qualifies under that obscure language.

While the industry is expanding the coverage of the Clause by expanding it to all printed matter, the new legislation also substantially broadens the exemption provisions. Under the current law the Manufacturing Clause is an "all or nothing" approach in which a country is either exempt or may never become exempt. The legislation also would eliminate a confusing provision of the Manufacturing Clause which allows a U.S. author or publisher to escape the coverage of the Manufacturing Clause by transferring rights to a foreign agent.

The Graphic Communications International Union is also seeking to have legislation to extend the Manufacturing Clause introduced in the House this session. The union-supported legislation would extend the current Manufacturing Clause introduced in the House when the Congress returns in September. The union supported legislation would extend the current Manufacturing Clause indefinitely, but would make no other changes in the Manufacturing Clause. While the industry and union positions differ, the goal of extending the Manufacturing Clause is joint and equally supported by both management and labor. From the standpoint of legislative strategy, indus-

(Continued on page 91)

NATIONALREGIONALITY



Zellerbach Delivers Value!

There is one distribution group in the industry that has been delivering value to its customers and to its vendors for over one hundred and fifteen years. A distribution group that has consistently, consecutively and profitably delivered the best products and services to market. It is the Zellerbach Paper Group, the one distribution network with **nationalregionality**—the service orientation and responsiveness of a regional distributor backed by the resources and strength of a national organization.

The Zellerbach Paper Group is three fine distribution companies—Southern Paper Company, Virginia Paper Company and Zellerbach Paper Company—and it is two separate businesses—a printing paper merchant and an industrial distributor. It is 3000 distribution specialists delivering value to printing paper and industrial customers from coast to coast.

Three companies... two businesses... one national organization. If you are looking for profitability and growth through added value delivered at market, there is one distribution group that offers you **nationalregionality** and a 115 year proven track record.

Zellerbach
PAPER GROUP

PRINTING PAPER BUSINESS UNIT

VIRGINIA PAPER COMPANY
—Fine Papers
—Weaver Paper Company

SOUTHERN PAPER COMPANY
ZELLERBACH PAPER COMPANY

INDUSTRIAL BUSINESS UNIT

ZELLERBACH PAPER COMPANY
AGRICULTURAL SALES GROUP
ZELLPACK PACKAGING GROUP

THE ROLE OF THE PAPER MERCHANT

Jack Wallace, owner of a mid-western printing company, urgently needs five cartons of 100 lb. dull coated stock by day's end. He has placed a call to Susan Akers his sales rep from River Valley Paper. Due to heavy delivery schedules, Susan informs Jack that he can't get his order till the following day. An irate Jack tells Susan he'll have to place his order with her firm's competitor.

River Valley experiences frequent cash flow problems, and as with most merchants, their first financial objective is to collect receivables–not always an easy task. This is complicated even more when confronted by their suppliers insistence on timely payment.

Chuck Myers is River Valley's EDP specialist. One of the most important pieces of information he provides his firm's sales force with is updated weekly inventory control sheets. Last week, using her inventory records, Susan Akers promised immediate delivery on an item that would be out of stock for six weeks. Needless to say, her customer was less than pleased...What these situations show is a lack of coordination and team work. The right hand literally did not know what the left hand was doing. There was little or no communication.

- Susan, River Valley's sales rep did not communicate well enough with Jack Wallace, the printer. River Valley's shipping department did not update Susan on their work schedule.
- Both River Valley and its supplier failed to understand the complexities of financial management. The mill did not see River Valley as a marketing specialist.
- Chuck Myers, River Valley's EDP specialist and Susan the sales rep failed to work as a team.

The key to success in any distributorship is people productivity. The successful distributorship ensures all its employees are actively involved in performing their specific responsibilities in coordination and cooperation with one another. As one of the narrators in *The Role of the Paper Merchant* notes, "If the buyer doesn't buy right and the receivables department doesn't collect money right, and if the sales service people don't answer the customer right and if orders are not picked up and delivered on time, big problems can result. Any one of these groups not performing properly hurts things for everyone." NPTA's newly produced 20 minute video tape program, *The Role of the Paper Merchant* presents a comprehensive and clear description of the role and importance of paper distribution in the economy, and how each separate department in a distributorship works together as a team to achieve the firm's overall goals and objectives.

Allan Thomas, director of training for Alling & Cory has noted, "I believe that *The Role of the Paper Merchant* will serve as a valuable training tool when used to familiarize printing and industrial distributor paper employees with the important part their industry plays in the nation's economy. It will be equally useful as a means of delivering the same information to customers and the general public. This lively narrative discusses the six major segments of a distributorship and concludes with a short look at future trends and issues for the industry. The functions described include:

- Inventory functions—how inventory is handled in both good and bad times;
- Receivable management functions—the size, value and importance of assuming the risk;
- Selling functions—why we call ourselves merchants, who we merchandise our products to;
- Transportation/distribution functions—how the products reach the end users;
- Personnel functions—who the people are who are needed to run a merchant operation with emphasis on how everyone from purchasing to delivery work together to form a team;
- Financial aspects—that two or three cents of every dollar falls to the bottom line. *The Role of the Paper Merchant* is specific enough to address the needs of paper merchants, yet general enough to address a wide audience. The video program has practical applications for the following groups of individuals:

At last, a video program that tells the story of the paper merchant, his business and his industry

1. new hires from both merchant houses and suppliers
2. inside employees, middle managers, warehouse and delivery people within a distributorship
3. mill sales reps
4. recruitment of people into the industry
5. community groups

To purchase copies of the 20 minute 1/2" VHS videotape program *The Role of the Paper Merchant* contact NPTA's Education and Training Department at 516–829–3070.

Since 1970...
A Specialized Group for Independent Distributors

Quite a different type of distributor organization came into being around 1970, when National Alliance Distributing Company (NADCO) was formed.

NADCO was founded in recognition of new forces impacting the growth of independent distributors, both large and small. Institutional grocers were edging into foodservice packaging. Market segments such as health care and hospitality were entering a consolidation phase. Purchasing by retail chains and supermarkets was becoming more centralized and increasingly sophisticated. Packaging technology was advancing rapidly. Computers were emerging as essential management tools.

These and other more recent trends and developments demanded managerial response of the highest order. NADCO was reorganized in 1980 to help its members better meet these challenges. NADCO's central purpose today is to assist members in managing their businesses profitably. Its core idea is that this objective can be best achieved by bringing together a compatible group of senior executives of member companies to exchange ideas concerning the management of large, fast growing distribution enterprises. In terms of membership, we are small in number. However, in terms of individual sales volume and profitability, we count among our members some of the largest and best known paper merchants in our industry.

To maximize opportunities for individual participation and dialogue, NADCO must limit the number of members. If you are interested in joining such a group, we invite your inquiry. Please contact us at our headquarters listed below or at our suite at the Hilton Hotel during the NPTA Convention and Exposition.

Jerome F. Rose
Chairman
National Alliance Distributing Company

NADCO

NATIONAL ALLIANCE DISTRIBUTING COMPANY

205 North Sixth St., Saddle Brook, N.J. 07662 • (201) 845-6464

We've changed more than just our looks.

It's true…Fox River Paper Company has a new corporate identity. We gracefully retired our "old" fox to make way for a new dynamic PROUD fox.

But that's just the beginning!

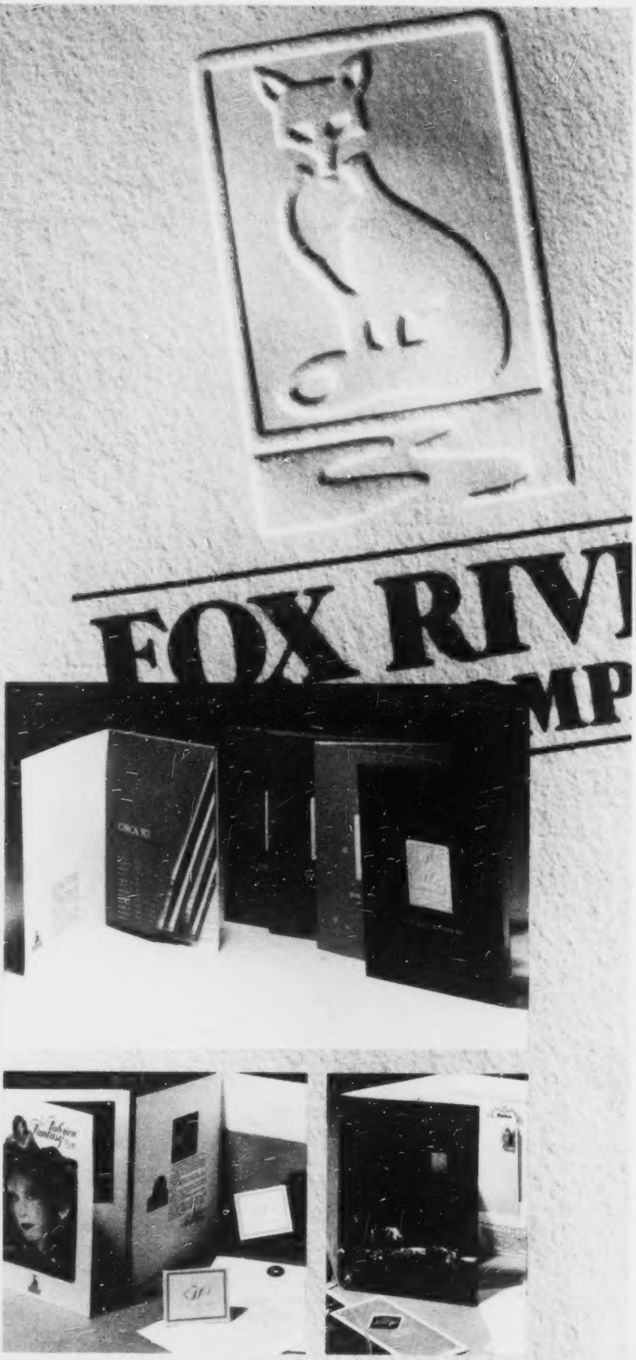
At Fox River, we've renewed our commitment to the cotton content and premium sulphite paper industry. We've developed creative new papers like Fabrica and introduced new colors in our Circa '83 and Circa Select line. There are new text and cover weights in the Circa line. And…all our papers have a rich, crisper snap and feel.

We are proud of our exciting promotional materials, like the new swatchbooks and our intriguing Fabrica Fantasy promotion.

It's more than just a new look at Fox River…it's a new attitude of Pride and Commitment. That attitude helps us continue to make Fox River the ultimate choice of Creative Paper Specifiers.

See the new Fox River Paper for yourself. Stop in and see: Oakie Sallee, Patricia Wier, Gene Shannon, Dan Reich, Ray Hensler, and Lori Ellsworth at the New York Hilton.

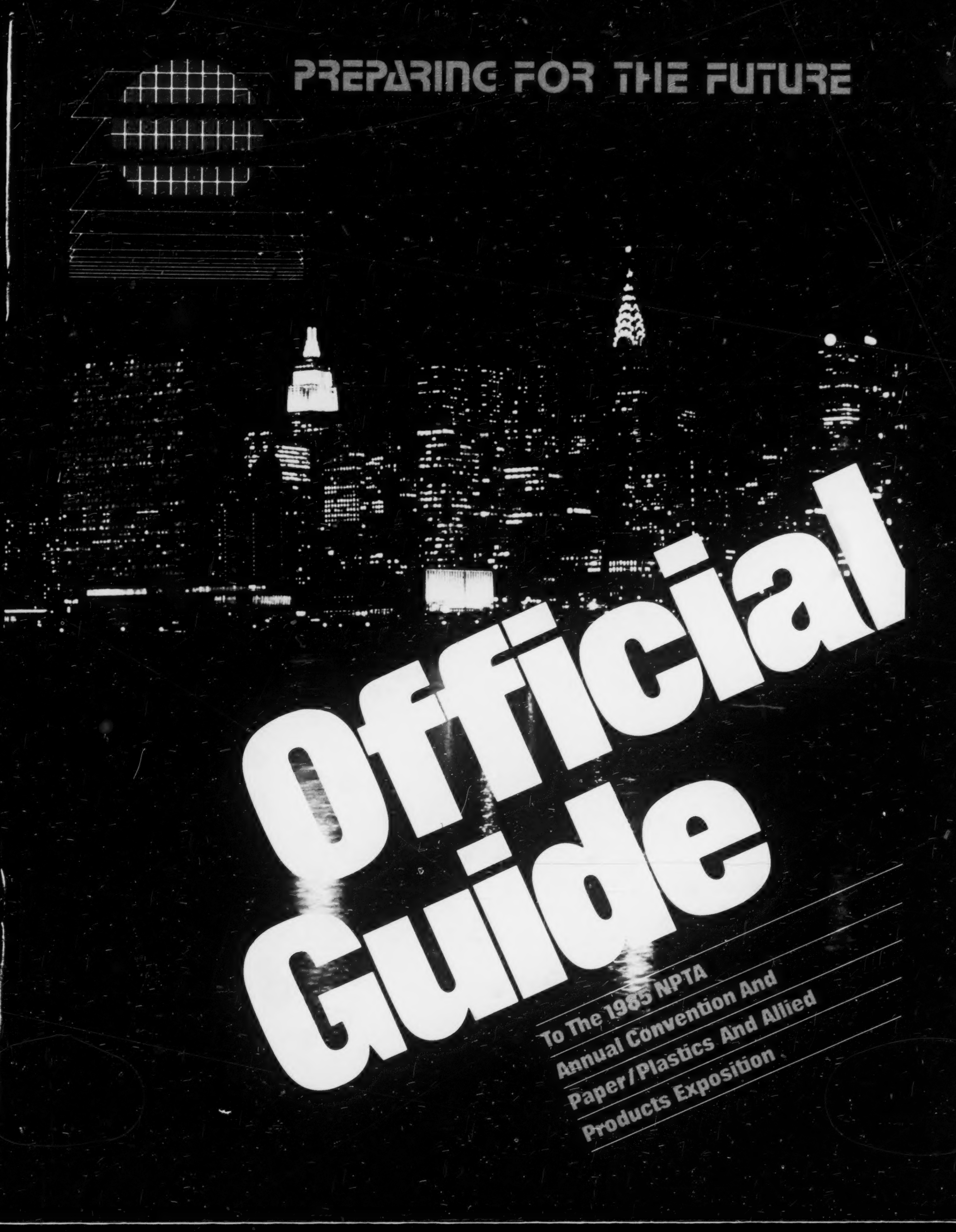
We are the Proud Fox.



FOX RIVER
PAPER COMPANY

P.O. BOX 2215, APPLETON, WI 54913

PREPARING FOR THE FUTURE



Official Guide

To The 1985 NPTA
Annual Convention And
Paper/Plastics And Allied
Products Exposition

1985 CONVENTION & EXPOSITION AT THE NEW YORK HILTON AND SHERATON CENTRE HOTELS

1 • 9 • 8 • 5

Exposition Hours

Saturday, October 5: 10:00am—5:00pm
Sunday, October 6: 11:00am—4:00pm
Monday, October 7: 8:30am—12:30pm

The National Paper Trade Association, inc. is pleased to welcome all to the Association's 82nd Annual Convention. Paper merchants and their suppliers from every state in the Union and a dozen foreign countries will be in attendance.

For those not able to be at this important industry gathering, this issue of *MN* will serve as their Convention experience. Everyone will see the new products, find out who was in attendance, and learn about the great variety of educational programs.

Save this program and use it as a Buyer's Guide for future reference. There is a wealth of information contained in these pages for both paper merchants and industry suppliers.

Registration

Registration will be held in the New York Hilton Hotel on the second floor:

Saturday, October 5: 8:00am—5:00[illegible]
Sunday, October 6: 9:00am—4:00p[illegible]
Monday, October 7: 8:00am—12:00 Noon

Fees

There are no registration fees for NPTA members and exhibitors, for either the Convention or the Paper/Plastics & Allied Products Exposition.

The admission charge to all Convention meetings and the Exposition for nonmember paper merchants and manufacturers' representatives is $50.00 per person. Individual admission badges can be purchased at the Nonmember Registration Desk on the second floor of the Hilton Hotel.

There is a registration fee for non-exhibiting manufacturers, converters and suppliers. Those companies that have not pre-registered may do so at the Manufacturers' Registration Desk in the registration area of the Hilton. The fee is $350 per company. Five dollars of the hotel room charge at official Convention hotels is being applied to offset association convention expenses.

NPTA Information Center

The NPTA's many member services and products will be featured at the 1985 Information Center located in the registration area. Available will be membership applications as well as informational brochures on education and training programs, publication catalogs, statistical information programs along with a host of other services designed to aid merchants in sharpening their competitive edge as well as lowering their cost of operation.

Exposition Management

The Paper/Plastics & Allied Products Exposition Office is located in the registration area on the second floor of the Hilton Hotel adjoining the exhibit floor.

Photography

The official photographer may be used by exhibitors. Photography service may be arranged by contacting the Exposition Management.

Special Events Desk

Tickets for all NPTA Special Events are available in the NPTA Registration Area. (Spouses Program, Young Executives Forum and the Chairman's Luncheon.)

Message Center

A message center with a receptionist and a large message display board will be located in the NPTA Registration Area.

FOCUS ON PROFESSIONAL DISTRIBUTION

One of the Fastest Growing Groups of Distribution Companies in the Country Today

CARTER RICE

Carter Rice: Boston, MA
Worcester, MA
Springfield, MA
Providence, RI
Hartford, CT
New Haven, CT
Carter Rice/C.M. Rice: Portland, ME
Concord, NH

Bulkley Dunton: New York, NY
East Rutherford, NJ
Paper Merchants: Philadelphia, PA
Lehigh Valley Paper Co.: Allentown, PA
Baltimore Warner Paper Co.: Baltimore, MD
Stanford Paper Co.: Washington, DC
Ingalls Cronin Co.: Winchester, MA
Manchester Paper Supply Co.: Manchester, NH
Advance Paper & Chemical Co.: Wilmington, DE

WESTERN
PALMER
MIDWESTERN

WESTERN PAPER

Western Paper Company

Billings, MT
Boise, ID
Fargo, ND
Las Vegas, NV
Lincoln, NE
Little Rock, AR
Memphis, TN
Oklahoma City, OK
Omaha, NE
Salt Lake City, UT
Shreveport, LA
Tulsa, OK
Wichita, KS

Palmer Paper Company

Dallas, TX
Houston, TX
Jacksonville, FL
Miami, FL
New Orleans, LA
Orlando, FL
San Antonio, TX
Tampa, FL

Midwestern Paper Company

Cedar Rapids, IA
Des Moines, IA
Kansas City, MO
Sioux City, IA
Springfield, MO
St. Louis, MO
Topeka, KS

CDA

CDA DISTRIBUTORS

Crown Supply Company: Springfield, VA
Harrisburg Paper Company: Harrisburg, PA
Mellocraft Company: Toledo, OH
Morris Paper Company: Pittsburgh, PA
Reid Paper Company: Saginaw, MI

Rohner Distributors: Akron, OH
Ropak: St. Louis, MO
Kansas City, MO
Steindler Paper Company: Muskegon, MI

Suite Information Center

The following organizations are all interested in obtaining suite information for redistribution during the Convention. They are all located in the Convention Registration Area: NPTA Information Center, Paper Age Convention Daily, Paper Sales Convention News, American Paper Convention Daily.

NPTA will distribute comprehensive lists daily of all official suite locations both at the NPTA Registration Area and NPTA Information Center.

All companies occupying suites at official convention hotels should contact the above publications after checking in to have their suite locations listed during the Convention.

For Your Dining Convenience

A Restaurant Reservation Desk is located in the NPTA Registration Area, second floor of the New York Hilton. A reservationist will be happy to make reservations and offer suggestions on the wide variety of excellent restaurants in New York.

The Restaurant Desk can be reached at the New York Hilton extension number 3592.

The reservation service will be available from 8:00am to 5:00pm on Saturday, from 9:00am to 4:00pm on Sunday and from 8:00am to 12:00 Noon on Monday.

HOTELS

	Telephone
Barbizon Plaza	247-7000
Dorset	247-7300
Drake Swissotel	421-0900
Helmsley Palace	888-7000
Howard Johnson's Motor Lodge	581-4000
Inter-Continental New York	755-5900
Loews Summit	752-7000
New York Hilton	586-7000
Park Lane	371-4000
Pierre	838-8000
Plaza	759-3000
Ramada Inn	581-7000
Regency	759-4100
Sheraton Centre	581-1000
Sheraton City Squire	581-3300
St. Regis-Sheraton	753-4500
Waldorf-Astoria	355-3000
Warwick	247-2700

New York City Area Code (212)

Sheraton Centre Hotel

	Floor
Imperial Ballroom A & B	2
Princess Ballroom	2
Versailles Terrace	2
Georgian Ballroom A & B	3

New York Hilton Hotel

	Floor
Exposition Area	2
Trianon Ballroom	3
Petit Trianon	3
Mercury Ballroom	3

Hotel Services

New York Hilton	Extension	Location
Mail and Information Desk	3321	Main Lobby
Transportation Desk	3318	Main Lobby
Sheraton Centre		
Mail and Information Desk	115	Main Lobby
Transportation Desk	270	Main Lobby

FOR YOUR DINING PLEASURE

The following dining rooms in the New York Hilton and Sheraton Centre will be open during the Convention.

BREAKFAST	*Time*	*Location*
New York Hilton		
Cafe New York	24 hrs.	Lower Level
Hurlinghams (except Saturdays) (Sunday open for brunch)	7:30 a.m.	Main Lobby
Sheraton Centre		
Colombian Coffee House	6:30 a.m.	Lower Lobby
Cafe Fountana (buffet)	7:00 a.m.	Main Lobby
LUNCHEON		
New York Hilton		
Cafe New York	24 hrs.	Lower Level
Hurlinghams	12 Noon	Main Lobby
Promenade	11:00 a.m.– 12:00 p.m.	Lobby West
Sheraton Centre		
Colombian Coffee House	11:00 a.m.	Lower Lobby
Cafe Fountana (buffet)	11:30 a.m.	Main Lobby
DINNER		
New York Hilton		
Cafe New York	24 hrs.	Lower Level
Hurlinghams	5:00 p.m.	Main Lobby
Sheraton Centre		
Colombian Coffee House	6:00 pm.	Lower Lobby
Rainiers	6:00 p.m.	Main Lobby
LOUNGES		
New York Hilton		
Mirage	11:30 a.m.– 2:00 a.m.	Lobby West
Pursuits	4:00 p.m. 3:00 a.m.	Lobby East
Promenade (*piano bar*)	11:00 a.m.– 12:00 p.m.	Lobby West
Sheraton Centre		
LaRonde	5:00 p.m.– 2:00 a.m.	Main Lobby
Cafe Fountana	11:00 a.m.– 1:00 a.m.	Main Lobby

(Room service is available at the New York Hilton from 6:30 a.m. to 12:45 p.m. and at the Sheraton Centre from 6:00 a.m. to 11:30 p.m.)

THE NATIONAL PAPER TRADE ASSOCIATION . . .

The Voice of the Paper, Plastics & Allied Products Industry

The National Paper Trade Association is a non-profit wholesale trade association. Since its founding in 1903 it has served as the industry's national representative in member training, educational assistance, legislative representation and other member services. Through the years, the NPTA has become the established voice of the paper, plastics and allied products, industry serving its 1800 members in the United States, Canada and more than 30 other countries as the vital communications link and communications source.

The Association's membership represents over 26 billion in annual sales.

The Association serves its membership by providing an Annual Convention & Exposition, numerous publications including the monthly *MN (Management News)* magazine, industry financial report such as "PAR" (Performance Analysis Report) and *Paper Merchant Sales Report.* Numerous educational seminars and workshops tailored to the needs of member merchants, industry research reports, legislative representation and an extensive member benefits program are also provided. The Association is also a forum for the sharing of timely ideas and issues pertinent to the industry.

NPTA has gained its strength from its devoted membership. These companies participate in constructive dialogs, idea exchanges and help create a better industry for all.

MISSION STATEMENT of NPTA:

The National Paper Trade Association will continue to be viewed as a leading industry trade association by paper, plastic and allied products distributors and suppliers, and as the organization assisting the member companies toward more productive and profitable operations.

Future NPTA Convention and Paper, Plastics and Allied Products Exposition Dates

1986 - September 13-16, Sheraton-Boston, Marriott Copley Place, Boston
1987 - September 19-22, Westin Peachtree Plaza, Atlanta
1988 - September 17-20, Hyatt Regency Hotel, Chicago

CONVENTION PROGRAM

Members, registered nonmember merchants and manufacturers' representatives, as well as exhibitors, manufacturers, and their spouses are invited to attend all meetings and workshops (except where noted).

Jack Carew

Richard S. Lopata

Mayor Ed Koch

Saturday, October 5

Winning With People

10:00 am–12:30 pm
Trianon Ballroom, Third Floor
New York Hilton

Chairman: Michael K. Olthoff, vice president, Nichols Paper & Supply Company, Muskegon, MI.

Featured Speaker: Jack Carew, president, Carew Positional Selling Systems, Inc., Golden, CO.

This exhilarating, two and one-half hour presentation by Jack Carew deals with the quality of human relationships and clearly demonstrates the value of cooperation and teamwork, and is hosted by the Young Executives Forum of NPTA. This session is open to all.

Young Executives Luncheon

12:30 pm–1:30 pm
Petit Trianon, Third Floor
New York Hilton

This special luncheon for young executives is a time when up and coming managers can meet and share experiences. Tickets are required. $35.00. Tickets are available at the Special Events Desk in the Registration Area.

Young Executives Forum Workshop

Open to YEF Members Only
1:30 pm–2:30 pm
Petit Trianon, Third Floor
New York Hilton

This special session with Jack Carew is a time for YEF members to have very specific questions answered.

Customer Based Expansion: Improving Your Competitive Edge

3:00 pm–4:30 pm
Trianon Ballroom, Third Floor
New York Hilton

Chairman: Francis J.Houlihan, president, Fleetwood Paper Company, Franklin Park, IL.

Featured Speaker: Richard S. Lopata, Principal, SAM Associates, Inc. Management Consultants, Chicago, IL.

This session is presented by the NPTA Industrial Paper Division. Discussed will be ways merchants can better market their company's services and products through public relations activities, brochure development, promotional activities and client presentations. Customer expansion will be discussed both from the vantage point of new products to current customers and additional products to attact new customers. The objective is to make each customer and each delivery more profitable and cost effective.

Sunday, October 6

General Business Session

10:00 am–11:30 am
Trianon Ballroom, Third Floor
New York Hilton

Presiding: Frank J. Viegas, president and CEO, The Dowd Company, Woburn, MA

Featured Speakers: Mayor Edward I. Koch, Mayor of New York City, has been invited to welcome NPTA Convention guests.

Jack Pais, Haseldonckx, will bring greetings from EUGROPA, the European group of paper merchants.

John McDevitt, economist for the 3M Company will present "Economic Trends that will Impact the Paper Distribution Industry."

George Plimpton, noted author and lecturer, will present what it is like to be an "Amateur Among The Pros."

NPTA Annual Business Meeting

Members only
11:30 am–12:00 Noon
Petit Trianon, Third Floor
New York Hilton

Presiding: Frank J. Viegas, president and CEO, The Dowd Company, Woburn, MA

- Report on the Meeting of the Board of Directors
- Report of the Treasurer
- Election of Directors
- Election of Officers

Monday, October 7

Continental Breakfast

8:30 am – 9:30 am
Exposition Floor
New York Hilton

The exhibitors of the 1985 Exposition invite all to a continental breakfast held on the floor of the Show. It is their way of saying "Thank You" to all of their friends in the paper distribution industry.

Implementing Successful Printing Paper Marketing Programs

10:30 am – 12:00 Noon
Georgian Ballroom A, Third Floor
Sheraton Centre

Chairman: Frederick J. Stabbert, president, Zellerbach Paper Company, San Ramon, CA.

Featured Speaker: D. Bruce Merrifield, president Merrifield Consulting Group, Greenwich, CT.

Most paper distributors have many of their past "new" products still in stock. How can the odds be increased when launching a new printing paper product line and cut down on potential cash traps? This presentation identifies ten marketing guidelines that will help merchants select products (new or old) that will fit the distributor's competitive strategy. It also reviews the process that will help maintain the promotional persistence and focus necessary to get the product line going.

Preparing For The Future Reception

12:00 Noon – 12:30 pm
Imperial B & Versailles Ballrooms, Second Floor
Sheraton Centre

As a prelude to the Chairman's Luncheon, this cash bar reception is an opportunity for all Convention attendees to meet and greet one another.

Jack Pais

John McDevitt

George Plimpton

D. Bruce Merrifield

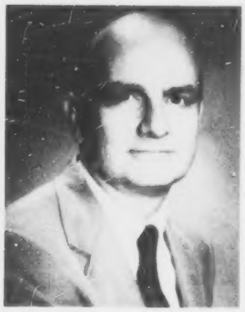
PLEASE DROP IN.

The L & C P Corporation invites you to visit our Hospitality Suite at The Warwick Hotel during the NPTA convention. We're ready to answer questions on specialty packaging products, protective masking materials, and gummed printing papers. Or just to talk.

L & C P Corporation
156 Oak Street, P.O. Box 95
Newton, Massachusetts 02164
(617) 527-4980

Dr. Henry Kissinger

Dick Outcalt



Peter Mullins

Dave Hoods

Chairman's Luncheon

12:30 pm–2:30 pm
Imperial Ballroom A, Second Floor
Sheraton Centre

Chairman: Richard W. Abrams, CEO, West Coast Paper Company, Seattle, WA

Honored Guest: Albert F. Duval, chairman and CEO, Hammermill Paper Company and winner of the 1985 Stanley O. Styles Industry Excellence Award.

Featured Speaker: **Dr. Henry Kissinger**, former U.S. Secretary of State and internationally known statesman.

Tickets required at $75 each. Tickets may be purchased at the Special Events Reservation Desk in the Registration Area of the Hilton Hotel.

Retail Cash & Carry From The Financial Point of View

2:30 pm–4:00 pm
Georgian Ballroom A, Third Floor
Sheraton Centre

Chairman: Lionel W. Eltis, Paper Shack and Container Stores, Bossier City, LA

Featured Speaker: **Dick Outcalt**, president, Retail Management Aids, Seattle, WA

This presentation by leading retailing consultant Dick Outcalt, will review the differences between the retail and cost method of accounting. Knowing these important differences can add profit to your operation. During the question and answer session, all aspects of paper merchant retailing operations will be discussed.

Tuesday, October 8

Managing Customer and Product Line Profitability

9:00 am–11:00 am
Trianon Ballroom, Third Floor
New York Hilton

Chairman: David Bayles, Tayloe Paper Company, Tulsa, OK

Featured Speaker: **Peter Mullins**, Management Foresight, Inc., Columbus, OH

Dr. Mullins is presenting a series of full-day workshops for NPTA on this subject around the country. He will offer this special two hour session for those who may not have had the opportunity to participate in his day-long session.

This subject is vital for paper distributors and is targeted at top management. It will help Convention attendees focus on what the merchant should do to identify, inventory and deal with suppliers more effectively.

Establishing the Highest Value For Your Company

9:00 am–11:00 am
Mercury Ballroom, Third Floor
New York Hilton

Chairman: Hamel F. Hartinger, Anchor Paper Company, St. Paul, MN

Featured Speaker: **Dave Hoods**, president, Geneva Marketing Services.

To determine the price of a business, a company's past and current financials must be recast to reflect the true, higher current value. And more importantly, future earnings and cashflow must be projected based on valid, objective market research. This presentation will give those attending good insight into what is important in this evaluation and how to go about it.

Management Roundtable

9:00 am–11:00 am
New York Hilton
New meeting format!

This part of the Annual Convention gives participants a chance to form discussion groups and share thoughts and concerns in a more formal way. Roundtable discussion groups have proven to be a generator of both new ideas and solutions to old problems. Those electing to be involved in the Management Roundtable select the topics. NPTA has structured the session, but *pre-registration is a must.*

NPTA LEADERS SERVE THE INDUSTRY

Executive Committee of the Board of Directors
FRANK J. VIEGAS
The Dowd Company, Inc., Woburn, Massachusetts
Chairman of the Board
RICHARD W. ABRAMS
West Coast Paper Company
Seattle, Washington
Vice Chairman, Printing Paper Division
FRANCIS J. HOULIHAN
Fleetwood Paper Company
Franklin Park, Illinois
Vice Chairman, Industrial Paper Division
FREDERICK J. STABBERT
Zellerbach Paper Company
San Ramon, California
Treasurer
LIONEL W. ELTIS
The Paper Shack and Container Stores
Bossier City, Louisiana
Past Chairman

Board of Directors

Term Expiring 1987

JEFF CHIPMAN
Inter-City Papers Ltd.
LaSalle, Quebec
WILLIAM M. CLOSE
Kirk Paper Company
Los Angeles, California
GENE SHELTON
Kent H. Landsberg,
Division of Sunclipse Inc.
Montebello, California
JAMES J. SWEARINGEN
Paper Corp. of America
Wayne, Pennsylvania

Term Expiring 1986

HERBERT GINSBERG
Grayco Products Corp.
Westbury, New York
GEORGE JEWETT
Mead Merchants/Chatfield Paper
Cincinnati, Ohio
HERSCHEL MALTZ
Century Papers Inc.
Houston, Texas
RICHARD A. REEVES
Hammermill Distribution Group
Erie, Pennsylvania

Term Expiring 1985

JAMES B. BRAME, JR.
Brame Specialty Company
Durham, North Carolina
HAMEL F. HARTINGER
Anchor Paper Company
St. Paul, Minnesota
PAUL HIRSCH
Liberty Paper Co.
Bayonne, New Jersey
KENNETH A. LEININGER
Ohio & Michigan Paper Company
Toledo, Ohio

Committees
EDUCATION AND TRAINING
—Dave Brizius
GROUP INSURANCE
—Paul Hirsch
INDUSTRIAL PAPER DIVISION
—Francis J. Houlihan
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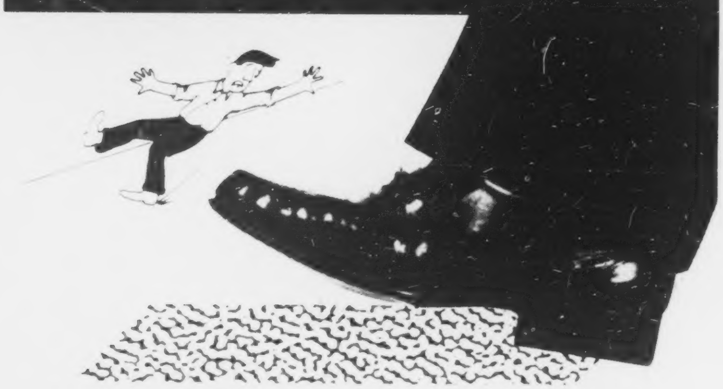

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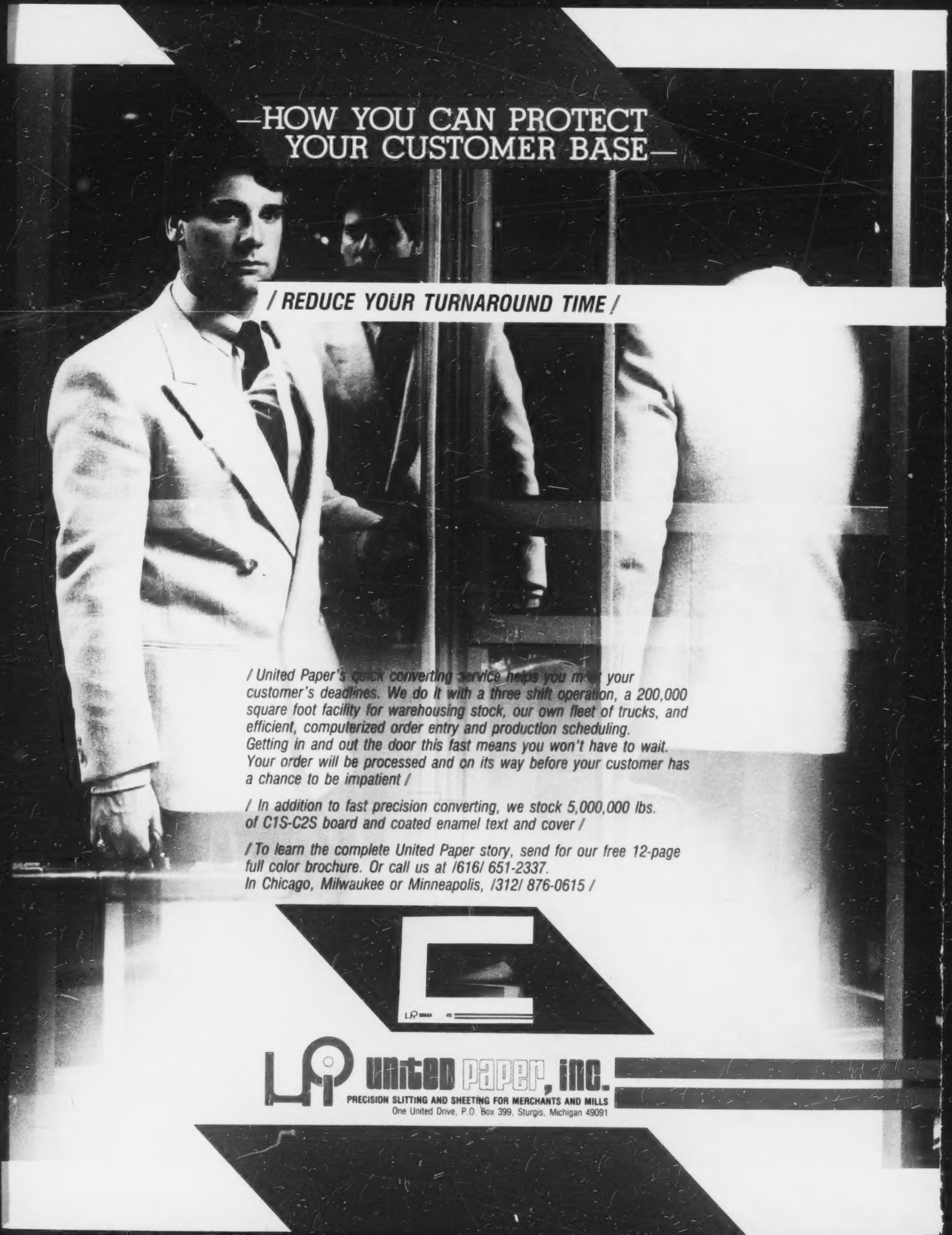

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SPECIAL EVENTS

1 • 9 • 8 • 5

Spouses Program and Chairman's Luncheon

SATURDAY, OCTOBER 5

12:30 p.m.–4:00 p.m.

Since many spouses will be checking into the hotel on Saturday morning, NPTA has scheduled a leisurely elegant luncheon at one of New York's finest hotels, the Sheraton Centre. After lunch, guests will stroll along the world famous glass canyons of Avenue of the Americas, past the headquarters of the media industry and other corporate giants. Then Convention spouses will proceed to one of the most unique experiences in town, "The New York Experience," a multisensory audio visual extravaganza that both dazzles and educates people about the story of "The Big Apple," past and present. It is an unforgettable experience that all guests will remember for a long time to come.

Cost: $37.00 per person

SUNDAY, OCTOBER 6

12:00 Noon–5:00 p.m.

The day will begin with a lovely tour in our motorcoach of the outdoor gardens of the New York Botanical Gardens. After these breath-taking views, it will be off to a lovely luncheon on the grounds and the gardens of the Snuff Mill Inn overlooking the river and a cascading waterfall.

After lunch, Convention spouses will take an hour-long tour of the Glass Conservatory containing thousands of exotic flowers, trees and plants. The professional guide will be an expert from the education department of the gardens and this special tour promises to be both interesting and informative. Included will be a visit to the excellent flower and gift shop on the premises.

On the way back, guests will tour the Upper West Side including the Cathedral of St. John the Divine, Grant's Tomb, Columbia University and an overlook of the Hudson River.

Cost: $43.00 per person

MONDAY, OCTOBER 7

9:30 a.m.–12:00 Noon

The morning will begin with a visit to the United Nations building where Convention spouses will be personally welcomed by a member of the United States delegation Committee and will be taken on a tour of the building, including the meeting rooms, the art works and exhibits. There will be an opportunity to visit the unusually lovely gift shop at the United Nations. If weather permits, guests can stroll through the grounds of the building. Then on to a bus for an exciting tour of Sutton Place and other east side points.

Cost: $17.00 per person

HENRY KISSINGER TO KEYNOTE AT CHAIRMAN'S LUNCHEON

Recipient of the Nobel Peace Prize and the Presidential Medal of Freedom

Dr. Kissinger has been praised as one of the most brilliant Secretaries of State in the history of the United States. His rare eloquence and wit have made him one of the most popular speakers—not only here in America but throughout the world! A Secretary of State under two Presidents, he was also National Security Advisor for six years, and continues to be sought after for his expertise in foreign affairs—having most recently served as Chairman of the Bipartisan Commission on Central America.

Upon leaving the State Department, Dr. Kissinger accepted the positions of University Professor of Diplomacy at the School of Foreign Service and Counselor to the Center for Strategic and International Studies, both at Georgetown University. He is also a Director of the Foreign Policy Association, a Counselor of the Chase Manhattan Bank and a member of its International Advisory Committee, and a member of the Council on Foreign Relations. Among his other activities, he is Chairman of the Board of International House, Trustee of the Rockefeller Brothers Fund, Trustee of the Metropolitan Museum of Art, and Contributing Analyst for ABC News.

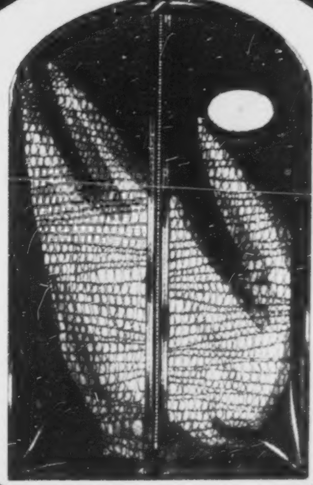
Among the awards Dr. Kissinger has received have been the Nobel Peace Prize in 1973 and the Presidential Medal of Freedom, this nation's highest civilian award, in 1977.

Dr. Kissinger was born in Fuerth, Germany, on May 27, 1923, came to the United States in 1938, and was naturalized a United States citizen on June 19, 1943. He served in the US Army from 1943 to 1946. He received a BA degree summa cum laude at Harvard College in 1950 and the MA and PhD degrees at Harvard University in 1952 and 1954.

From 1954 until 1969 he was a member of the faculty of Harvard University, both in the Department of Government and the Center for International Affairs. He was Director of the Harvard International Seminar from 1951 to 1969. He served as consultant to the White House during the Kennedy Administration and to the Department of State during the Johnson Administration.

Dr. Kissinger married the former Nancy Sharon Maginnes on March 30, 1974. He is the father of two children, Elizabeth and David, by a previous marriage.

Join the Winners Circle!



Garment Covers

See us at the
NPTA Convention,
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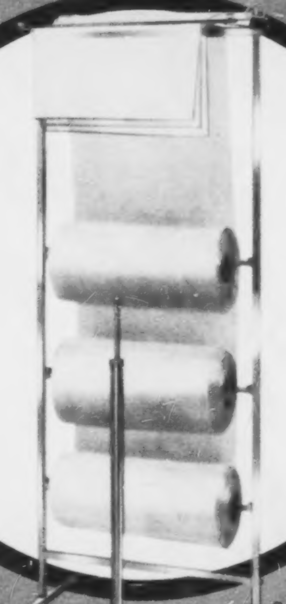

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PROGRAM SUMMARY

Saturday, October 5

Time	Function	Location	Floor
8:00 am–5:00 pm	Registration	New York Hilton	2
10:00 am–5:00 pm	Exposition	New York Hilton	2
10:00 am–12:30 pm	Winning With People (YEF)	Trianon Ballroom New York Hilton	3
12:30 pm–1:30 pm	Young Executives Luncheon	Petit Trianon New York Hilton	3
12:00 Noon–4 pm	Spouses Program: New York Experience	Sheraton Center Rainers Club	Main Lobby
1:30 pm–2:30 pm	Young Executives Forum Workshop	Petit Trianon New York Hilton	3
3:00 pm–4:30 pm	Customer Base Expansion	Trianon Ballroom New York Hilton	3

Sunday, October 6

9:00 am–4:00 pm	Registration	New York Hilton	2
10:00 am–11:30 am	General Business Session	Trianon Ballroom New York Hilton	3
11:00 am–4:00 pm	Exposition	New York Hilton	2
11:30 am–12:00 Noon	NPTA Annual Business Meeting *(Members only)*	Petit Trianon New York Hilton	3
12:00 Noon–5:00 pm	Spouses Program	Buses leave at 12:00 Noon from 53rd Street side of Sheraton Centre	

Monday, October 7

8:00 am–12:00 Noon	Registration	New York Hilton	2
8:30 am–9:30 am	Continental Breakfast	New York Hilton	2
8:30 am–12:30 pm	Exposition	New York Hilton	2
9:30 am–12:00 Noon	Spouses Program	Buses leave at 9:30 am from 53rd Street side of Sheraton Centre	
10:30 am–12:00 Noon	Successful Printing Paper Marketing	Georgian Ballroom A Sheraton Centre	3
12:00 Noon–12:30 pm	Preparing For The Future Reception	Imperial B & Versailles Ballroom Sheraton Centre	2
12:30 pm–2:30 pm	Chairman's Luncheon	Imperial Ballroom A Sheraton Centre	2
2:30 pm–4:00 pm	Retail Cash & Carry From the Financial Point of View	Georgian Ballroom A Sheraton Centre	3

Tuesday, October 8

9:00 am–11:00 am	Managing Customer and Product Line Profitability	Trianon Ballroom New York Hilton	3
9:00 am–11:00 am	Establishing the Highest Value For Your Business	Mercury Ballroom New York Hilton	3
9:00 am–11:00 am	Management Roundtable	New York Hilton	

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paper/ plastics & allied products

EXPOSITION

PREPARING FOR THE FUTURE

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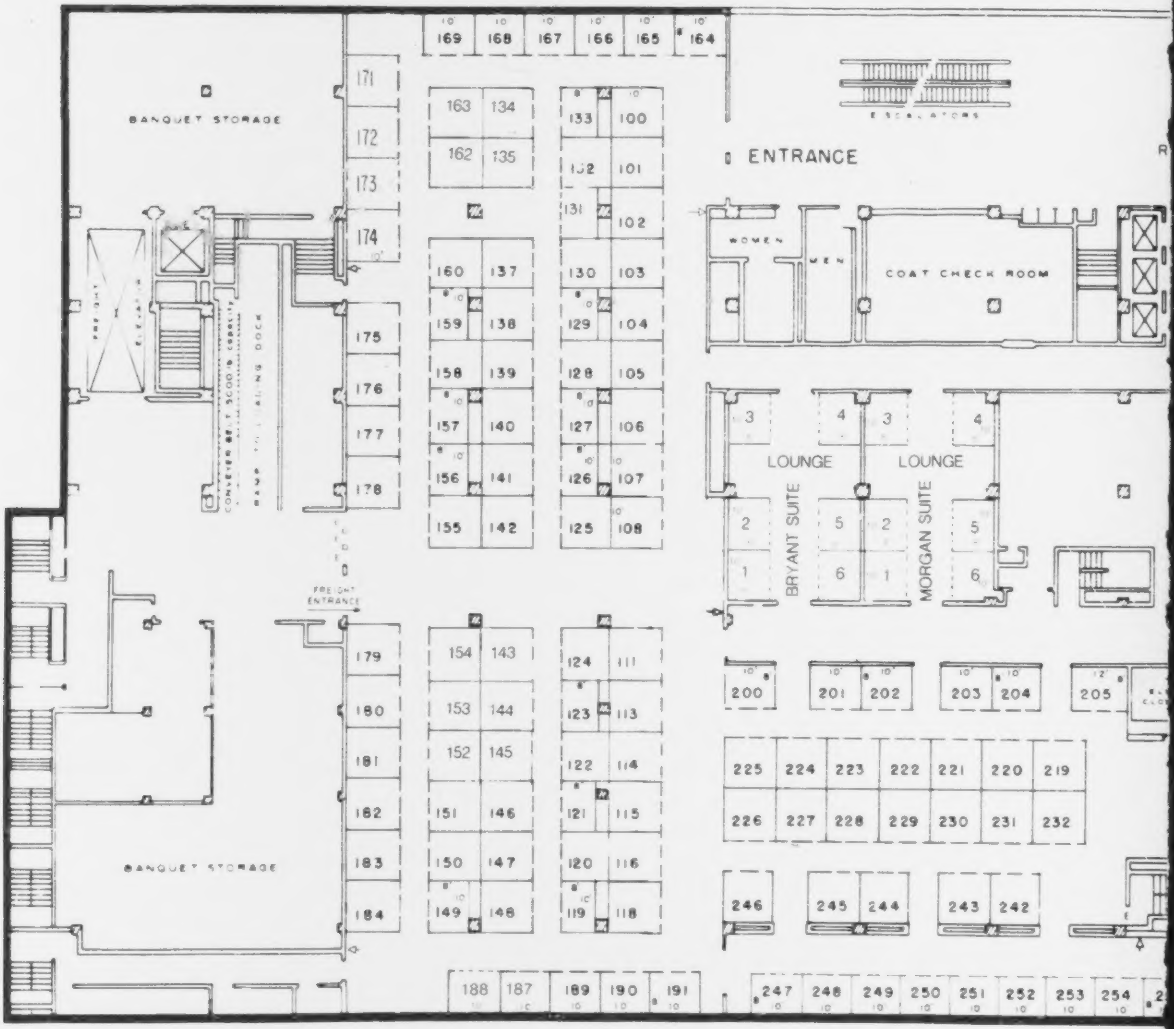

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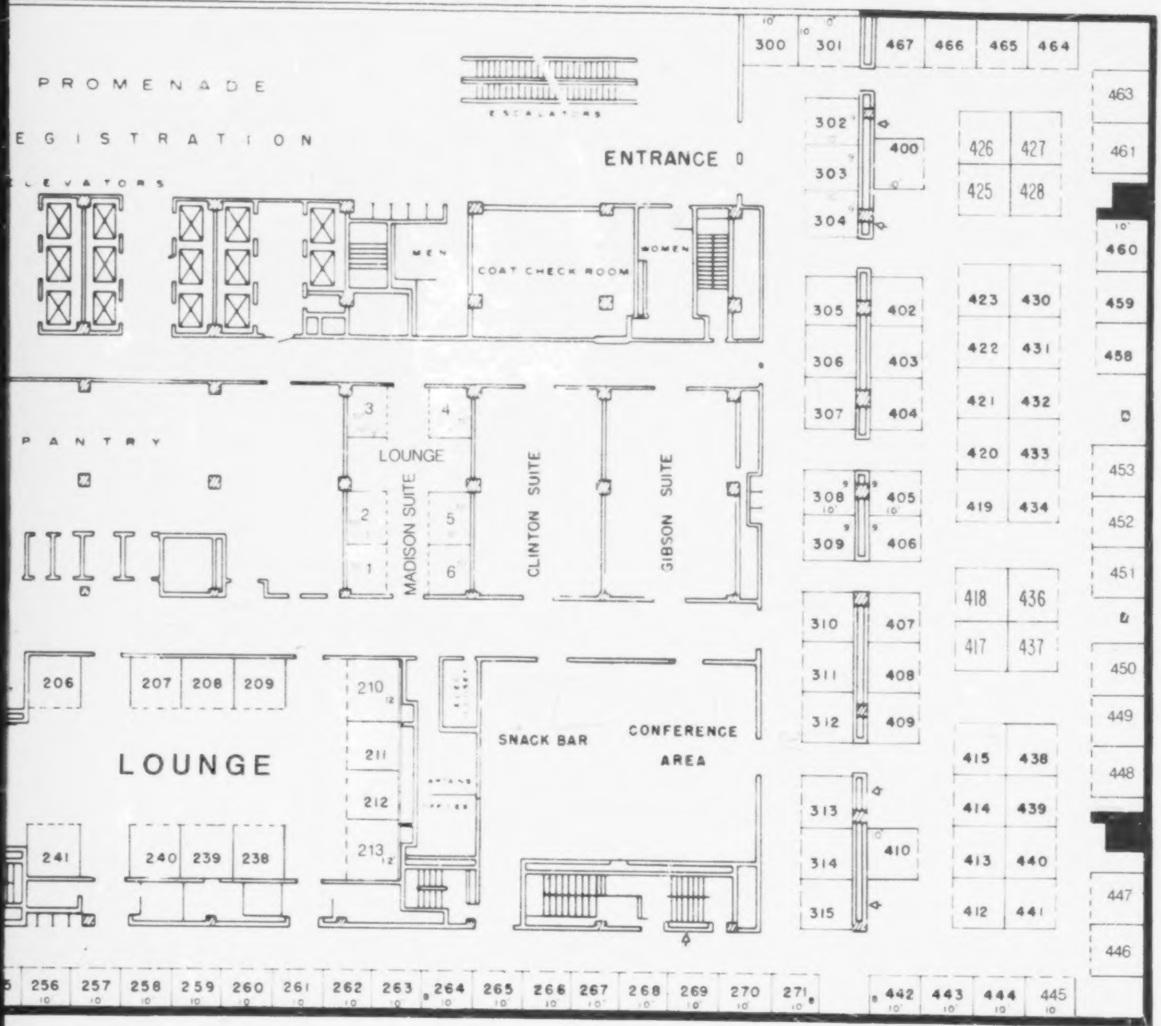
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Second Floor
New York Hilton

1985 EXPOSITION: THE COMPANIES

Listed here are all of the companies exhibiting in the 1985 Paper/Plastics & Allied Products Exposition. Use this resource and keep it for future reference.

ABM TRADING CO.

Booth 123

Seven Notre Dame Hills, Belleville, Il
62223

Marking products: pressurized inks–markers–stencil supplies–oiled board; printing papers (coders); packaging products: tape dispensers (hand); tape dispensers (automatic-gummed tape); electronic counter top PS tape dispensers; stapling machines and staples

Contact: Barbara Merchiori, President 618–397–9442

A&E PLASTICS INC.

Booth 158

14505 Proctor Avenue, Inudstry, CA
91749–1268

A vertically-integrated manufacturer of packaging for the agricultural, food processor, supermarket, bakery and foodservice industries. The Show Off® meat trays, The Garden Party® produce trays and The Sell Out™ foodservice containers are unique designs and innovative materials as are all custom designed packages.

Contact: Alvin Berke, Director/Marketing Services 818–968–3801

ADCO SPECIALTIES INC.

Booth 252

Box 47–18 M. Bridge Avenue, Red Bank,
NJ 07701

Wipers for the food service and industrial markets, treated cleaning cloths, aprons, lint free specialty wipers

Contact: Chris O'Connor, Sales Manager 201–530–7555

A.M.D. INC. (DIV. OF ASSOCIATED MECHANICAL DEVICES, INC.

Booth Morgan 3

8–16 Renee Place, Irvington, NJ 07111

A.M.D. Inc. is a manufacturer of disposable plastic drinkware and plastic deli containers. Our drinkware ranges in size from 1 oz. to 12 oz., including 2 piece wine and champagne cups. Our deli container line comes in 8 oz., 16 oz., 32 oz. 64 oz., 86 oz., and 168 oz. All containers available with lids.

Contact: Brian Luker, Sales Manager 201–399–8383

APS PACKAGING SYSTEMS

Booth 229

1275 Bloomfield Avenue, Fairfield, NJ
07006

Will present its new line of shrink wrap and poly wrap machinery for commercial and industrial applications. APS will also introduce its sleeve wrapping line, available as a semi-automatic and a fully automatic machine.

Contact: Henry Verbeke, President 201–575–1040

AT&T COMMUNICATIONS

Booth 264

295 N. Maple Avenue, Basking Ridge, NJ
07920

AT&T Communications is a consultant and provider of a wide range of telecommunications services in the United States and throughout the world. Products and services offered include AT&T Long Distance, WATS, 800 Services, DIAL IT 900 Service, the SKYNET Satellite Services and the ACCUNET family of Digital Services including ACCUNET Packet Service.

Contact: William Kurnath, Industry Manager-Forest Products 201–221–6274

ACME FOAM CORPORATION

Booth Madison 2

PO Box 705, Adelphi Station, Brooklyn,
NY 11238

Manufacturer of protective packaging products; including a full line of "PRO-LITE" cushioned (bubble and foam) mailer envelopes. Among the products are polyurethane, polystyrene and polyethylene foams and microfoam bubble molded corners and anti-stat materials. Specialties include sheeting, slicing, perforating, laminating, assembly, die-cutting, profile-cutting, etc. Stock sizes and fabricated to customer and government specifications.

Contact: Richard Okin, V.P. 718–622–5600

ALCAN FOIL PRODUCTS

Booth 159

4451 Robards Lane, Louisville, KY
40232

Alcan Foil products offers a full line of food service foil rolls, pop-up sheets, laminated sheets and film. On display will be new introductions: Deli Pop rolls and sheets, Quarter Miler rolls in 12" and 18" sizes and laminated foil sheets in 14 X 16 and 10 3/4 X 14 sizes.

Contact: Robert C. Shemming, Business Manager, Foodservice 1–800–626–2876

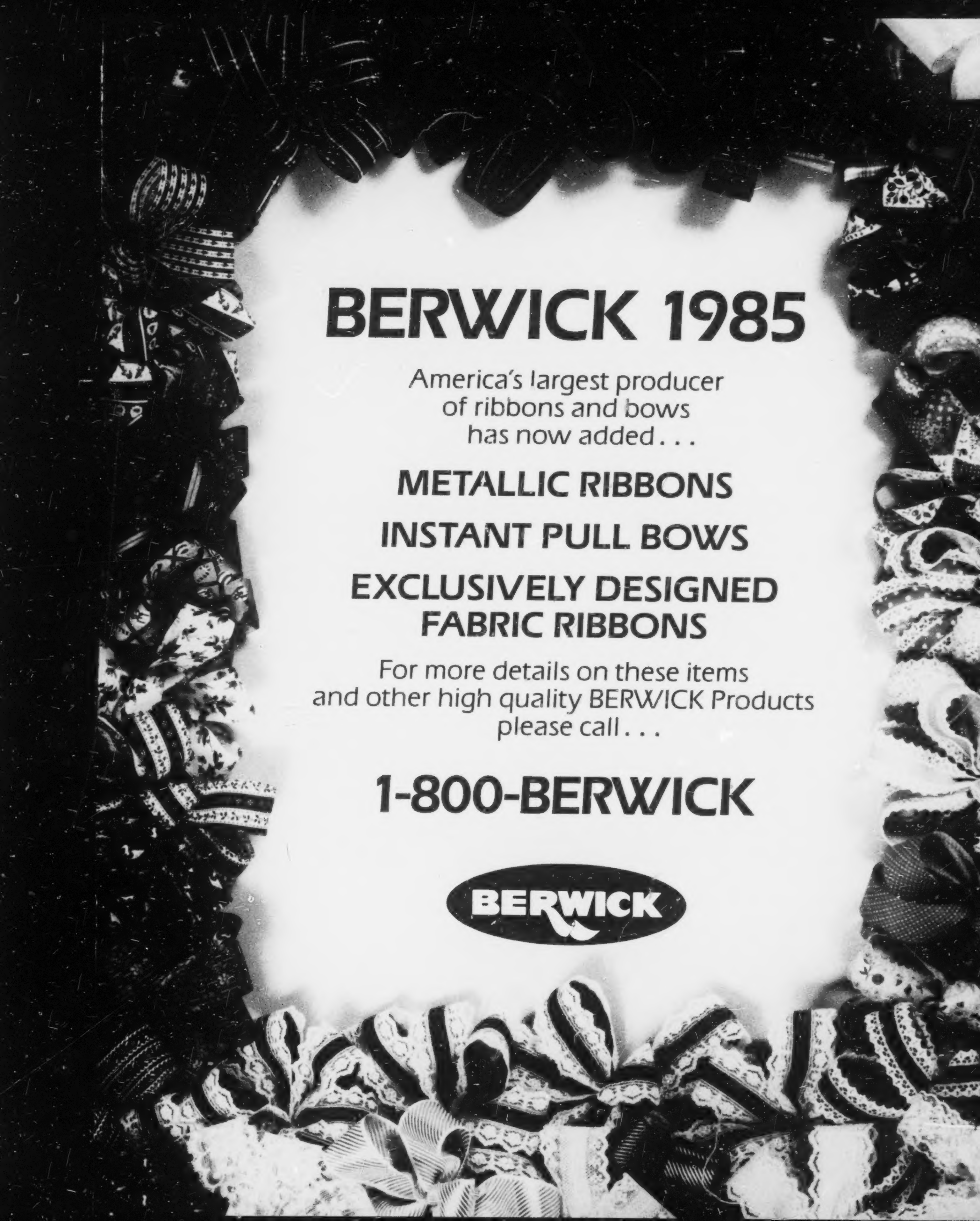
ALFRED BLEYER & CO., INC.

Booth 259, 260, 261

58–77 57th Street, Maspeth, NY 11378

Manufacturer of paper plates bulk and resale packages (colors, plastic coated, and printed). Waxed and MG bread bags, corrugated circles, die cut specialities, merchandise bags, pooch pak, glassine, and other specialty bags. Stocking distributors for Alcan of United States, National Check, Anchor Hocking, Wisconsin Tissue, Ivex, U.S. Lace, Handy Wacks, Ling Plastics, Chicago Metallic. Agents for Fabrical, Clearshield, Plastics Inc., Consolidated Cover.

Contact: Howard Rubel, Vice President 718–386–6208



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Contact: June Bennett, Plant Manager 502–586–3218

AMERICAN CELLOPHANE & PLASTIC FILMS

Booth 143, 144, 145

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Contact: Nathan Weiss, Vice President–Sales/Marketing 617–924–0800

AMERICO MANUFACTURING CO., INC.

Booth 201

6224 North Main Street, Acworth, GA 30101

A primary manufacturer of floor machine pads, hand scrubbing pads, walk-off matting of four varieties, and urinal screens. Americo's products are sold through a worldwide network of distributors. Distributors are in the fields of sanitary supplies, paper & disposals, and food service.

Contact: Kenneth S. Koblitz, Vice President, Sales & Marketing 404–974–7000

AMKO PLASTICS INC.

Booth 150,151

12025 Tricon Road, Cincinnati, OH 45246

Exhibiting on the floor and hosting a hospitality suite, we are introducing several new products: hi-density specialty bags, full color process printing and wavy-top and straight-top thick-thin bags. New 85/86 sales aids and catalogs featuring matte films and sales building marketing programs will be on display.

Contact: Molly DeVoe, Sales Assistant 800–543–7030

ARMIN CORPORATION

Booth 301

One Penn Plaza, New York, NY 10119

The leading nationwide independent manufacturer of polyethylene film and bags. A small sampling of PE film products include: overwrap, shrink film, pallet wrap, pass-through stretch, skin packaging and the largest variety of custom and standard PE bags. Armin is also the world's largest manufacturer of copolymer gloves and specialty items for the health care, pharmaceutical, cosmetic and institutional applications.

Contact: Theo H. Zervas, Advertising Manager 212–736–2201

ARTCO CONVERTERS

Booth 461, 463

One Stationery Place, Rexburg, ID 83441

Announcements and commerical envelopes

Contact: Bruce Hersh, Sales Manager, 1-800–223–1690

ARTISAN PLASTICS CORP.

Booth Madison 4

10 Ferry Street, Concord, NH

Artisanware is a coordinated line of disposable plastic dinnerware. It includes 6" dessert, 9" plain and divided, 10¼" plain and divided plates and 6-ounce and 12-ounce bowls—all with an embossed rim pattern—ideal for all foodservice operations. Private label and custom packaging also available. Color quotations upon request.

Contact: Gerald K. Parker, President 617-368-1488

ATLANTIC MILLS, INC.

Booth 205

1325 Washington Avenue, Asbury Park, NJ 07712

Offering a full line of wiping cloths; food service wiping cloths and aprons; industrial wipers; health care wash cloths and professional towels; treated dust cloths and NEW stretch & clean dust cloths; cheesecloth; scrim reinforced wipers and air laid, high loft wipers.

Contact: Lesley J. Ward, Operations Manager 201–774–4882

AUTO-GRAPHICS, INC.

Booth 406

751 Monterey Pass Road, Monterey Park, CA 91754

Exhibiting price book systems for the fine paper industry. An on-line system for maintaining and updating price books will be demonstrated. Samples and literature will be available.

Contact: Harold E. Hunt, Vice Presidnet 213–269–9451

BAGCRAFT CORPORATION OF AMERICA

Booth 101, 102

3900 West 43rd Street, Chicago, IL 60632

350 stock packages for food service, supermarkets, hotel-motel, and industrial packaging. New Designer™ handle bag, Dubl-Wax® bags, Dubl-Fresh® cookie bags, Dubl-Panel® window bags, Honeycomb™ foil sandwich wraps and bags, coated and waxed one side sheets, coffee bags, patient belongings bags, and laundry bags. New Idento™ gift packaging program, Seasons Greetings™ package designs, matched graphics on bags, sheets, handle bags and rollstock.

Contact: Alden M. Cohen 312–254–8000

BARRIER INDUSTRIES, INC.

Booth 438

200 East Main Street, Port Jervis, NY 12771

Manufacturer of maintenance chemicals for institutional, industrial, and professional use, including floor finishes, waxes, all purpose cleaners, disinfectants, bowl cleaners, carpet shampoos, food service, automotive and industrial chemical specialties. Ultra high speed thermal floor care system, accoustical ceiling tile cleaner & restorer, Bug-x™ anti-insect coating

Contact: Dee Millar, Assistant to the President 914–856–6633

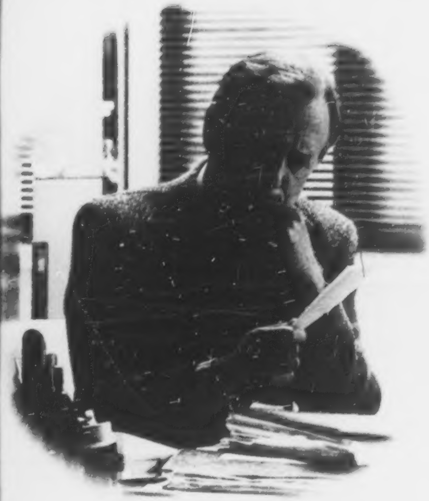
ATLANTIC MILLS, INC.

INCREASE

YOUR PROFITS & VOLUME

- ★ Food Service Wipers & Aprons
  - Washcloths
  - Cleaning Cloths, Dust Cloths
  - New Stretch & Clean, Industrial Wipers
- ★ Private Label Available
- ★ Special Bid Quotations
- ★ Competitive Pricing

Call or Write: Peter Donnelly
Atlantic Mills, Inc.
P.O. Box 680
Asbury Park, NJ 07712
201-774-4882



To cut costs
I've got to go to lower-cost,
lower-quality folded towels.

The people using them
complain all the time.

And maintenance
can't keep up 'cause people
are using more.

Changing the Shape of the

Then I saw Scott's new
Convert-A-Matic™/Sequel™
roll towel system.

It fits right into
my recessed fixtures.

Delivers roll towel economy
from a folded towel
fixture.

But there's no choice;
I've got built-in folded
towel fixtures.

We understand your problem. Your recessed folded towel fixtures have you in a tight squeeze.

You're pressured to cut costs, so you buy lower-quality folded towels. But your tenants complain that they don't live up to expectations.

And meanwhile, your maintenance people can't keep the cabinets stocked.

Just when you need a breakthrough, Scott invents a system with the economy and quality you need today.

Introducing the Convert-A-Matic™/ Sequel™ roll towel system.

This incredible new system converts your folded towel dispenser to a roll towel dispenser.

So you save two ways, right off the bat: with more hand dries on each roll, you save on maintenance; and you save with the lower cost of roll towels compared to folded towels.

Washroom. SCOTT

But the best part is
the towel; people really like
Sequel quality.

But the benefits don't stop there.

To complete the system, we invented the world's first roll towel made with our patented C-Fold technology.

Sequel is so soft and absorbent that it actually outperforms every competitive folded towel on the market. So it gives people the quality they expect today.

It's a win-win proposition. But you have to see it to believe it.

For more information and free Sequel samples, call toll-free: 1-800-FOR-INFO (in PA: 215-337-1864), and ask for Extension 13. Or write: Scott Paper Company, Scott Plaza One, Philadelphia, PA 19113.

Call or write today, to get out of the squeeze, and get on a roll.

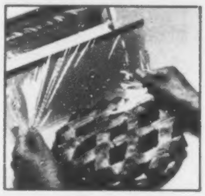
SCOTT: The household name, away from home.

See the Convert-A-Matic™/Sequel™ roll towel system for yourself at booth #439-440-441

Convert-A-Matic Dispenser and Sequel Roll Towels are trademarks of Scott Paper Company © 1985 Scott Paper Company

Five ways to make your food wrap film dispensing

Now choose from five Bulman countertop mounting, wall mounting and portable countertop food wrap film dispensers to fit your needs. These durable, sturdy dispensers feature stainless steel serrated blades or replaceable stainless steel cutting surfaces. You also get fast film dispensing and convenient roll replacement in a compact, space saving design. 12" and 18" wide sizes accept 7½" to 9" diameter rolls. Finished in high quality white enamel, or in stainless steel, every Bulman unit provides safe, sanitary film dispensing wherever food is prepared, packaged or served. Easy as pie! Contact us or your film supplier for details.



easy as pie!

BULMAN Products, Inc.
1650 McReynolds, N.W., Grand Rapids, MI 49504 616/363-4416

BEACH PRODUCTS
Booth 130
One Paper Place, Kalamazoo, MI 49001

Offering a complete line of disposable napkins, cups, plates, tablecovers, coasters and placemats with a full range of sizes. Custom printing is available on all items. The company features over thirty contemporary designer colors that are available plain or custom printed.

Contact: Hal von der Osten, Vice President/Special Markets 616–349–2626

BEDFORD INDUSTRIES, INC. & BEDFORD PLASTICS, INC.
Booth 122
1659 Rowe Avenue, P.O. Box 39,
Worthington, MN 56187

Top quality tie ribbon available in retail packs, cuts, gangs, spools, spoolless. Double and single wire, paper plastic, and plastic/paper. Solid Phase Pressure Formed (SPPF) polypropylene bowls, lids, and trays clear, colors, and prints. Microwavable retail food storage containers. Crystallized pet containers and trays.

Contact: Kim Milbrandt, Director 507–376–4136 / 800–533–5314

BEIER & COMPANY
Booth 171
800 E. River Road, Dixon, IL 61021

New line of decorated, custom imprinted, and plain, bio-degradable, bags and wrap for environmentally conscious retailers. Distributors' sales support and promotion program for the line. Also, full Beier line display incorporating many new items and marketing concepts for products sold to food service, drug, florist, sanitary, and hospitality markets.

Contact: Dwight Young, Marketing Manager 815–284–6666

BERWICK INDUSTRIES, INC.
Booth 207, 208, 209
80 E. Ridgewood Avenue, Paramus, NJ 07652

New products! Metallic ribbons, instant *Perfect Bows,* and exclusively designed fabric ribbons—compliment our high-quality line of ribbons, bows, and accessories. Call 1-800-BERWICK for a complete catalog which shows off the best ribbons available—*Satinette,* plain & printed *Flora-Satin,* along with *Splendorette* ribbon and matching bows.

Contact: Rick Norton, National Sales Manager 201–265–7710

BETTER PACKAGES, INC.
Booth 200
8 Brook Street, Shelton, CT 06484

Electric and manual gummed tape machines; pressure sensitive tape dispensers; package sealers; label and envelope moisteners; label gluers; automatic case sealing systems, utilizing gummed tape, pressure sensitive tape–hot melt adhesives; electronic USPS/UPS weighing systems; mailing machines for USPS meters/UPS registers; mechanical mail/shipping room scales; electric mail openers; mail room furniture.

Contact: Evelyn J. Chellis, Director of Advertising 203–735–1851.

BOAS BOX COMPANY
Booth 228
44 Greenfield Avenue, P.O.Box 111,
Ardmore, PA 19003

Immediate shipment on over 270 sizes and styles of gift, jewelry, and florist boxes. 70 attractive colors and patterns plus gleam white, natural kraft, and satin silver. Metallic hot stamping and printing in most colors. Stop by our booth, write or call (toll free) for our new illustrated catalog.

Contact: David Groverman, President 1–800–BOAS BOX 1-215–649–6100

BOYLE-MIDWAY

Booth Bryant 6

685 Third Avenue, New York, NY 10017

Boyle-Midway offers a variety of national brand cleaning products for institutional and foodservice use, i.e., Easy-Off Oven Cleaner, Easy-Off Glass Cleaner, Old English Furniture Polishes, Sani-Flush Toilet Bowl Cleaner and Noxon Metal Cleaners.

Contact: Lenore Suchy, Inst. Sales Manager 212-878-5600

BULMAN PRODUCTS, INC.

Booth 155

1650 McReynolds NW, Grand Rapids, MI 49504

World's largest manufacturer of dispensers and cutters for rolled paper, film, foil, ribbons, pressure sensitive tape, and thick packing material. Featured will be Bulman's line of food service products. Bulman has the product line to best help you market your products to the greatest number of users.

Contact: Jack Kirkwood, President 616-363-4416

C.P.I., INC.

Booth 458, 459

Route 34 and Artisan Way, Colts Neck, NJ 07723

Sales service, asset management and management information are the focal points of the CPI computerized paper sytem. A unique software system designed from the bottom up for the personalized requirements of paper distributors. Covering all aspects including sales and purchase order processing, pricing, inventory management, financials, management information and more.

Contact: Philip Sturm 201-462-8900

CANDLE CORPORATION OF AMERICA

Booth 400

141 W. 62nd Street, Chicago, IL 60621

Candelabras, candles in glass *Venetian*, candle warmers for food and beverage, taper candles, candle lamps, fuel lamps. New product featured *Chafe Safe* liquid food warmer for use in chafing dishes.

Contact: Ronald M. Struebing, National Sales Director 312-207-2000

CANOVER INDUSTRIES INC.

Booth 460

48th Street & Maspeth Avenue, Maspeth, NY 11378

Tuff-Pak reinforced mailing bags, *Tuff-Pak* self seal mailing bags; wrapping tissue—#1 MF *Flamingo Tissue*, MG *Velveteen Tissue*, #1 MG *Velveteen*, #2 MF tissue, #1 MF *Flamingo Colored Tissue;* paper merchandise bags plain or printed, kraft, white and *Canover Colors;* specialty bags; custom printed kraft, litho and foil; deluxe gift wrapping papers; kraft counter rolls.

Contact: Donald Runyan, National Sales Manager 312-671-6464

CAREW POSITIONAL SELLING SYSTEMS, INC.

Booth 249, 250

25528 Genesee Trail Road, Golden, Co 80401

The Positional Selling™ family of sales skills development products is a totally unique approach to improving sales productivity in organizations that put a premium on increased sales, increased market share, and increased margins. This is a system that was developed for the paper industry, and has proven itself in the merchant environment—both industrial and fine paper.

Contact: Joseph Cascarelli, Vice President 303-526-9566

CARROLL COMPANY

Booth 422

2900 W. Kingsley Road, Garland, TX 75041

Cleaners, floor polishes, soaps, disinfectants, deodorants, aerosols, acids, powders, and deodorant blocks.

Contact: Steve Johnston, Vice-President, Sales 214-278-1304

CATTY CORPORATION

Booth 466

111 Black Rock Tpke., Fairfield, CT. 06430

SOLVS-IT
CLEANER-DEGREASER
LEVEL best
ADD+
SUNSHINE
ZZZOTT!
Ten
SANI SOFT
Easy UP
Lemon

Carroll Company, founded in 1921, is a national manufacturer of private label chemical specialties, both liquids and powders.

Let a Carroll representative help you make the right decision about YOUR chemical program.

Visit Booth 422 or call 1-800-527-5722!!

CARROLL *Chemical Specialties*

CARROLL COMPANY • 2900 W. Kingsley Rd. • Garland, TX 75041 • Nat'l: 1-800-527-5722 • TX: 1-800-442-4890

Catty Corporation produces a premium line of gift and box wrap featuring The Catty Collection of foil gift wrap. Since 1907, Catty's experienced craftsmen have printed custom designs on paper, cellophane, and mylar as well as foil. Standard selections provide quality-conscious retailers a premium wrap that reflects the occassion.

Contact: Peter Bigelow, Director of Marketing 203–336–1388

CELLOPLAST USA, INC.,

Booth 257, 258

375 North Street, Teterboro, NJ 07608

Teno Spin, a premium stretch film with one-sided cling for optimum results on pre-stretch and conventional equipment, is color-tinted for heavy or light load identification. Available in black opaque for loads requiring protection against pilferage or sunlight. Each roll packed in an individual carton for easier handling

Contact: Robert F. Lovett 201–488–6160

CELLUCAP MANUFACTURING COMPANY

Booth 160

4626 North 15th Street, Philadelphia, PA 19140

Offering a full line of sanitary disposable headwear including: paper overseas caps, chef hats, hairnets, institutional caps (O.R. style), tiaranets, ladies headbands, utility caps, beard protectors and bump caps.

Contact: John Twamley, Vice President-Sales 215–324–0213.

CHAMPION INTERNATIONAL CORPORATION

Booth 420, 421

Coldenham Road, P.O. Box 271, Walden, NY 12586

Visit our booth to see our new, innovative shopping bags.

Contact: Robert E. Costa, General Sales Manager 914–778–5511

CHEMFIRST/TUFFWEAR CORPORATION

Booth 410

P.O. Box 573, Saddle Brook, NJ 07662

Perfumed toilet bowl deodorants, perfumed air deodorants, super urinal screen, chemical counter odorants, disposable clothing and products, including coveralls, aprons, hoods, lab coats, shoe covers, surgeon hats, isolation gowns, X-ray gowns, sheets and pillow cases.

Contact: Alfred M. Katz, President 201–773–8187

CHESAPEAKE FIBER PKG. CORP.

Booth 173, 174

11000 Gilroy Road, Hunt Valley, MD 21031

Manufacturer of all types of disposable food package products. Specifically fried food and bakery.

Contact: Carol A. Harmon, Customer Service 301–666–2233

CHICOPEE

Booth 423

317 George Street, New Brunswick NJ 08901

Chicopee's wide variety of products—Stretch 'n Dust™ cleaning cloth, Masslinn™ cleaning cloth and Chicopee® sweeping tools for your customers' dusting needs. For industrial wiping, Chicopee dry/solvent wipes and Chicopee soft cloth. For recreational needs, *Masslinn/chix* sports towel. For foodservice, *Fresh Guy* cloth towels, *Chix* foodservice towel, *Chix* wet wipes, *Chix* aprons.

Contact: Zebek Gallagher, Sales Promotion Coordinator 201–524–7292

CLARK PAPER CONVERTING CORP.

Booth 202

1625 Potrero Avenue, S. El Monte, CA 91733

Manufacturers of Shieldor, Armdor, Peldor, Rolldor and Firmdor paper toilet seat covers and dispensers, as well as Shieldor urinal screens.

Contact: Merle Sukut, Vice President 818–442–5652

CLEAR SHIELD NATIONAL, INC.

Booth 246

1175 South Wheeling Road, P.O. Box 337B, Wheeling, IL 60090

Disposable plastic tableware—retail packaged cutlery, cocktail glasses and tumblers. Individually wrapped cutlery and kits containing napkin, straw and condiments for use as school kits and restaurant packets. Plastic carnival drinking straws (bagged and individually wrapped) and cocktail stirrers.

Contact: Roger D. White, General Sales Manager 312–541–2900

BEN CLEMENTS & SONS, INC.

Booth 134, 135

50 Ruta Court, S. Hackensack, NJ 07606

TACH-IT tag attaching and joining division of Ben Clements & Sons, Inc. exhibiting new complete expanded line of polypropylene and nylon attachments including TANGL-PRUF tagging barbs, display HOOK-UPS, DUBL-HEADER security loops and cable ties. Hand held TACH-IT 2 and mini TACH-IT tagging guns, manual, electric and pneumatic tagging and joining equipment.

Contact: Stanley Clements 201–440–5500

COASTLINE PACKAGING, INC.

Booth 443

2574 N. University Drive, Sunrise, Fl 33322

A complete line of domestic and imported retail packaging, sold exclusively through distributors. Coastline specializes in small minimum quantities. Products include patch handl-bags, poly-draws, drawstrings, garment rolls, high and low density merchandise bags, rigid handl-bags, shoppers, etc. Coastline also features exclusive "boutique bags," poly coated paper bags with rope handles.

Contact: Harvey Rosenbloom, President 1–800–327–8406

COLGATE PALMOLIVE COMPANY

Booth 449

105 Hudson Street, Jersey City, NJ 07302

A complete line of cleaning products, soaps and detergents for the lodging and food service trade, featuring the following products: Institutional Ajax Cleanser, Ajax Liquid, Ajax Scouring Creme, Palmolive Liquid, Fresh Start, Dynamo, Burst Laurdry Detergent, Cashmere Bouquet, Palmolive Soap and Colgate Pumice Soap.

Signature
Signature
CROWN
Signature
CROWN

It's not just facial tissue.

It's important to your guests, it's important to you…and us.
We've put our softest white, yellow and vanilla tissue in a
new Poly Gard designer box. And since it's important,
we've added peach indicator sheets
to say you're running low.

CrownZellerbach

A Source for all Reasons

Booths 211 & 212

For information call:
Bob Arden (415) 951-5062

Contact: Frank Weil, Sales Manager 201–547–2608.

COMET PRODUCTS, INC.

Booth 162, 163

6 Stuart Road, Chelmsford, MA 01824

Exhibiting clear plastic disposables drinkware, dinnerware, stemware, portion cups and dessert dishes with lids, promotional tumbles, stock print and special print tumblers, tinted tumblers and dinnerware, retail packages, and soft plastic clear unbreakable tumblers.

Contact: Sherry Andrews, Administrative Assistant 617–256–6551

COMMODORE PLASTICS, INC.

Booth 442

26 Maple Avenue, P.O. Box 96,
Holcomb, NY 14469-0096

Our products are: meat trays, party trays, salad bar containers, plates, and pizza packaging. Commodore also makes: custom thermoformed sheet products for industrial uses.

Contact: Stephen R. Lamboy, Vice President, Marketing 716–657–7004

CONTINENTAL EXTRUSION CORPORATION

Booth 231, 232

2 Endo Blvd., Garden City, NY 11530

Manufacturers of complete line of hi and low density polyethylene bags for retail food, retail nonfood and promotional use. New products this year include stock food bags, clear bakery bags. Also: Superbag, Superbag, Jr. Deli-bags, Check-Sak, Patch Handle, The Twistlock System, Duffle Bag, Domestics Bag, Gourmet Packaging.

Contact: Miriam Uhlan, Marketing Services Manager 516–832–8111

THE CROWELL CORPORATION

Booth 240

Crowell Road at Harding Avenue, P.O. Box 3227, Newport, DE 19804

The Crowell Corporation will exhibit Samson and Tufftape reinforced and plain gummed sealing tapes, as well as CRO-NEL® and Nyvel® cold seal packaging materials.

Contact: Jerome J. Kipnees, Vice President, Marketing 302–998–0557

CROWN ZELLERBACH

Booth 211, 212

1 Bush Street, San Francisco, CA 94104

Crown Zellerbach markets a full line of sanitary paper products–towels and tissue, including a full proprietary product line–roll towels, tissue, and soap. The company also offers a complete foodservice product line–napkins, placemats and foodservice wipers. This line is available in plain, colored, and custom print.

Contact: Robert Arden, Manager, Marketing Services 415–951–5062

THE CRYSTAL TISSUE COMPANY

Booth 119

P.O. Box 449, Middletown, OH 45042

Full line of tissue for the retail packaging, gift wrapping and floral industry, featuring designer colors, stock prints, custom printed, colored waxed florist tissue and white.

Contact: William Glancy, Manager–Printed Products 513–423–0731

CYKLOP STRAPPING CORPORATION

Booth 255 & 256

Boot Road, Downingtown, PA 19335

Complete line of manual and electronic gummed tape dispensers with printer, dater and repeater accessories and an assortment of manual strapping tools and non-metallic strapping products.

Contact: Ralph E. Morini, Vice President–Machinery & Systems 215–873–0290

DART CONTAINER CORPORATION

Booth 402, 403, 404

500 Hogsback Road, Mason, MI 48854

Insulated foam plastic cups, containers and bowls. Single service impact and foam plastic plates and bowls. Foam plastic hinged lid trays. Plastic cutlery. Thermoformed plastic cold cups and food containers. Custom and stock printed cups and containers.

Contact: B. Gordon Byron, Show Manager 517–676–3800

DATACOM, INC.

Booth 430

P.O. Box 9[illegible], 301 Lakeside Drive,
Horsham, PA 19044

Full line of paper products, add rolls, cash register rolls, bond copy rolls. Legal, ruled and scratch pads, quadrille pads, desk and easel pads and steno books. Complete line of file folders–manila, hanging, colored, pressboard, partition and reinforced as well as file guides and index cards. Clasp and catalog envelopes.

Contact: James Crowley, Marketing Coordinator 215–443–5700

DECKER TAPE PRODUCTS COMPANY, INC.

Booth 182

6 Stewart Place, Fairfield, NJ 07006

A major converter offering a full line of pressure sensitive tape products. With the addition of their new printing and die cutting department, it now makes the company one of the most complete and reliable sources for all paper products. Information on the full line can be found in our distributor price book.

Contact: Jack Decker, Vice President 201–227–5350

DISPOSABLE PRODUCTS COMPANY, INC.

Booth 131

Front and Ford Streets, Bridgeport, PA 19405

We manufacture paper wipers, food service wipers, lint free wipers, treated yellow dusting cloths, bath towels, wiper on a roll, wash cloths and wiping rags.

Contact: Jack Berk, President 1–800–345–6396 or PA 215–277–3000

DISTRIBUTOR CONCEPTS

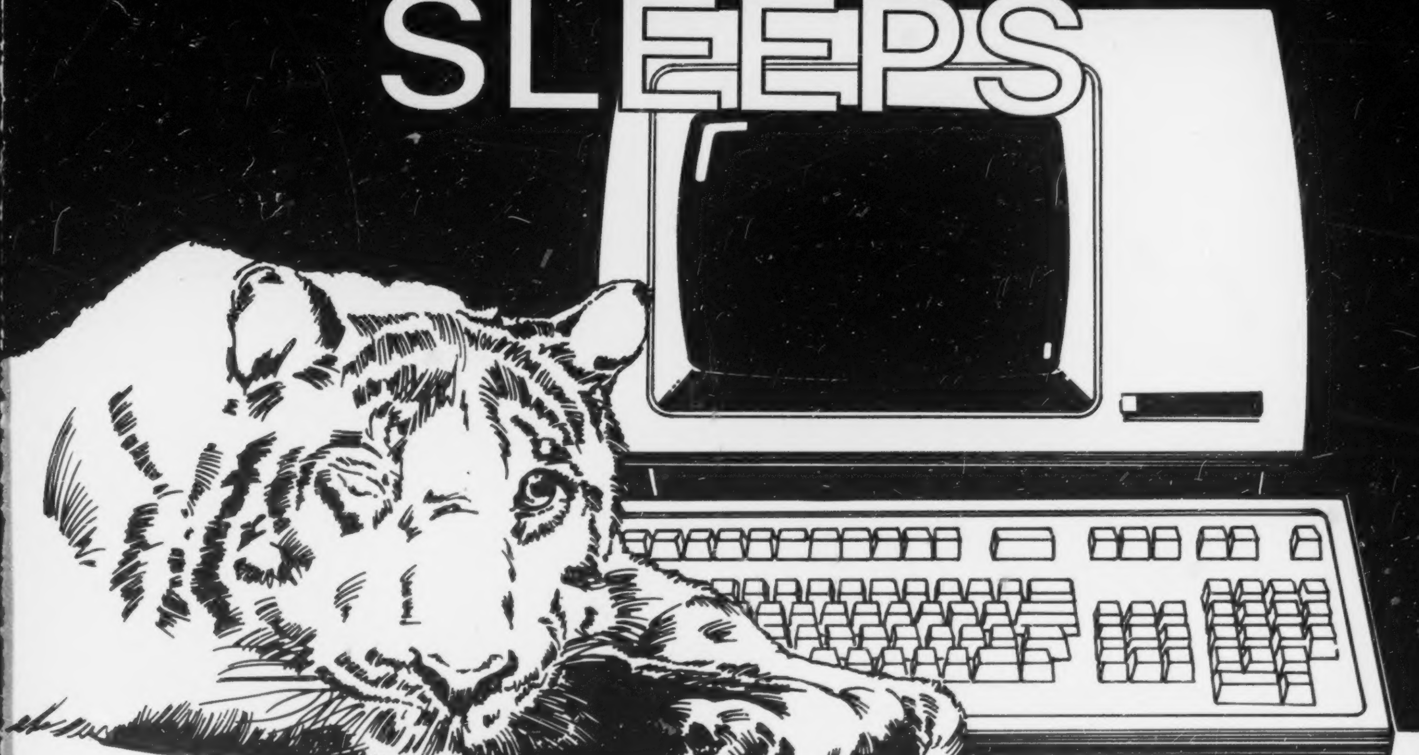
Booth 266, 267

2460 S. Industrial, Ann Arbor, MI 48104

Distributor Concepts offers the DEBS System which is a comprehensive turnkey computer solution for wholesale distributors of paper products. Distributor Concepts is an authorized "Value Added Remarketer" for IBM, and the DEBS Software Solution is offered on the IBM System 36.

Contact: Paul George, Chief Operating Officer 313–663–4214

THE TIGER NEVER SLEEPS



CPI's PAPER TIGER

A CUSTOM SOFTWARE PACKAGE DESIGNED FOR THE PAPER MERCHANT

Paper Tiger is the result of thousands of hours of research into the specific operational requirements of the paper merchant. We first studied and addressed the unique inventory, cost, purchase, substitution and ***SALES/SERVICE*** data critical to the industry. Only then did ***CPI*** begin work on the software design we call ***Paper Tiger.***

The result? Stated simply, ***Paper Tiger WORKS.*** It's the ***COMPLETE*** system for the paper merchant. It gives you instant access to accurate, timely data that helps provide your customers with better service. As a result you sell more product, operate more efficiently and are more profitable.

If you think that these are pretty tough claims, you're right. But ***CPI*** and ***Paper Tiger*** deliver on every one of them—and more.

So, why not give us a call. We'll send you, with no obligation, an information package that details how ***Paper Tiger*** can improve your business. And you'll be taking the first step towards better sales, service and profits, plus one more extra we didn't mention—peace of mind.

CPI, Inc.
Route 34 & Artisan Way, Post Office Box 188
Colts Neck, NJ 07722
1-201-462-8900

DOUGLAS STEPHEN PLASTICS, INC.

Booth 465

P.O. Box 2775, 22–36 Green Street,
Paterson, NJ 07509

Full line of proprietary and custom dispoable products: vending and food service containers; pie wedges; ice cream containers; clear dome lids for plastic, paper, china and glass bowls, plates, glasses, and aluminum pans; cater-platters; cookie, bakery and specialty food trays, food service and retail cutlery kits, and bulk cutlery.

Contact: Eddie Toby, Vice President 201–523–3030

DRACKETT PRODUCTS COMPANY

Booth 175, 176

5020 Spring Grove Avenue, Cincinnati,
OH 45232

The Drackett Products Company will be exhibiting their nationally branded high quality items such as Windex, Windex Plastic Cleaner and Polish, Endust, Behold, Maxi Angler Broom, Maxi-Lok Push Brooms, Drano, Vanish, Renuzit Air Fresheners, Mr. Muscle Oven Cleaner, Skidoo Insecticides, Good Measure Cooking Spray and Whistle All Purpose Cleaner.

Contact: Joseph E. Lemmel, Administrative Manager 513–632–1520

DRACKETT PRODUCTS COMPANY (DOREX, INC.)

Booth 247, 248

5020 Spring Grove Avenue, Cincinnati,
OH 45232

Dorex "Beer/Clean" glass cleaner, mineral solvent, sanitizer; quality chemical products and accessory equipment for the food and beverage service industry.

Contact: Joseph E. Lemmel, Administrative Manager 513–632–1520

DUNI CORPORATION

Booth 436, 437

9073 Deerbrook Trail, Milwaukee, WI
53223

Manufacturers of the following disposable products: Dunicel® tablecovers, napkins, placemats, banquet and conference rolls, Duni® 2 and 3 ply tissue napkins, Duni® paper plates and paper placemats, Duni® coasters and paper/plastic tablecovers, Dunilin® hot towels, and Duni® crystal line soft glasses.

Contact: Jack Abelarde 414–355–8230

DURO PAPER BAG MFG. CO.

Booth 100

Davies & Oak Streets, Ludlow, KY 41016

Grocery bags and sacks, millinery and notion bags, waxed bags, carrier box bags, paper and plastic shopping bags and Plas–T Saks.

Contact: Paul Feldman, Vice President of Sales 606–581–8200

DYNAMIC COMPUTER SYSTEMS, INC.

Booth 149

169 River Street, Troy, NY

Hardware and software specifically designed for the paper wholesale distribution industry. Our product works in conjunction with all types and sizes of distributors.

Contact: Robert Finkle, Systems Specialist 518–272–5696

ECO-LINE, DIVISION OF ECONOMICS LABORATORY, INC.

Booth 188

4 Corporate Park Drive, White Plains,
NY 10604

Manufactures and markets specialty cleaning products and equipment with an extensive line of warewashing, sanitation, laundry and housekeeping products to the foodservice and hotel/motel industry.

Contact: D.W. Kallgren, Manager, Support Functions 914–694–8626

ECONOCO CORPORATION

Booth 140, 141, 142

300 Karin Lane, Hicksville, NY 11801

Complete line of single, double and triple gift wrap paper cutters; polished chrome polyethylene dispensing racks; printed zippered vinyl garment covers; printed polyethylene garment bags. Introducing the *"Misty" Steamer* for garments and fabric.

Contact: J. M. Rosenberg, Vice President 516–935–7700

EDET NEDERLAND BV

Booth Bryant 5

Ledeboerstraat 44, P.O. Box 5044, 5004
EA Tilburg, The Netherlands

A complete line of disposable paper products like: for consumer market—baby tissues, multi-purpose rollholder for numerous household applications; for institutional/industrial market—handtowels, wipers, dispensers, etc. emphasizing on the *Horizon* and *Papermatic* line for use in public areas, bathrooms, hotels, etc. Hospital products like protection sheets, bibs, inspection couch rolls, a complete line for incontinence, etc.

Contact: Jan De Laat, Export Manager 011–31–1367–1991

EKCO PRODUCTS, INC.

Booth 132

777 Wheeling Road, Wheeling, IL 60090

Complete catering system; Showcase® packaging, featuring two new sizes plus new two compartment and three compartment versions with friction fit flat lid or dome; TwisLok™ layer cake, holiday, new all–plastic strip cake, layer cake and half–cake bakery packaging; new pie Crust Saver™ dome and carry-out line in convenient combo packs.

Contact: David Mason, National District Sales Manager 312–459–1500

EPCO, INCORPORATED

Booth 302

763 Waverly Street, Framingham, MA
01701

Paperboard food service items: disposable foil and paper laminated ash trays, butterchips, stock cookie boxes, caterer's platters, decorated cake boxes, oven ready foil laminated trays, take-home foil laminated boxes, ice cream dishes, sandwich separators, vending boards, frankfurt holders, aluminum container lids, cake circles, pie wedge plates, and all kinds of die cut paper specialties.

Contact: Robert Epstein, President 617–879–3630

EPIC INDUSTRIES

Booth 210

710 Middlesex Avenue, Metuchen, NJ
08840

Complete line of detergents, disinfectants and deodorants in liquids, aerosols, powders; ice melters, tablets and blocks. Complete warewashing and laundry programs. Liquid, powdered and cartridge hand soaps and dispens-

ERVING Setting the Pace for the Long Run

6
ERVING
ERVING
1
SOFT · STRONG · ABSORBENT
RADIANCE
PAPER TOWELS
Wendy's

Our Track Record

It takes endurance and stamina to maintain a healthy position in this competitive industry. As an 80-year-old full service company that manufactures, converts and distributes paper products, we've not only held our ground, we've advanced to the front of the field.

The Relay Race

Timely delivery is a commitment at Erving. We've developed a cross country network of distribution and communications utilizing our own fleet of trailers and a highly trained team of sales representatives.

Finish Lines

Our product lines are a step ahead of the competition. We offer food service and restaurant paper products from a full line of dispenser napkins to our exciting new "Deeptones" napkins and table covers. We specialize in custom printing napkins and placemats.

Meeting the challenges of industrial and institutional paper needs has been easy for Erving. Our comprehensive product mix of roll and folded towels, bathroom tissue and specialty towels can satisfy even the most demanding customer needs. Teamed with our extensive line of fixtures and dispensers, they're a winning combination!

ERVING
PAPER MILLS
ERVING, MASSACHUSETTS 01344

Visit the Erving team at Booth #107-108 and see how we're willing to go the distance with you.

See Us At Booth 428

See Us At Booth 428

DISPOSABLE SANITARY HEAD COVERINGS AND APPAREL.

- Adjustable Overseas Caps
- Chef Hats
- Bouffant Hairnets
- O.R. Caps
- Beard Restraints
- Poly Aprons
- Poly Gloves
- Poly Bibs
- Tyvek Garments
- Shower Caps
- Doggie Bags

CALL OR WRITE

Franklin Disposables, Inc.

7100 HUNTLEY ROAD • COLUMBUS, OHIO 43229
1-800-848-6976 (Outside Ohio) 1-614-436-1216 (Inside Ohio)

ers. Entire line available under Epic's well known trademarks, distributor and national private labels. Locations in Metuchen, NJ, Romulus, Michigan, Houston, Texas, and City of Industry, California.

Contact: Carol Akselrad, National Marketing Manager 201–549–3200

EQUALITY/STRIBBONS

Booth 167

11 East 26th Street, New York, NY 10010

"Snap-On"™ gift package decorations are the only complete available line of pre-tied elastic stretch loops designed to beautify and simplify gift packaging at low cost. Exciting metallic and fabric roses, carnations, starburst sprays, stretch cords, twisted cord, hot stampled ribbon and foil gift cards are offered. There are many new items for Christmas '85 such as metallic bells, candy canes, and metallic holly, poinsettas and holly with cone all attached to a stretch loop for easy package decorating.

Contact: Melinda A. Scott, Sales/Marketing 212–532–3000

ERVING PAPER MILLS

Booth 107, 108

1 Arch Street, Erving, MA 01344

Exhibiting paper napkins, semi-crepe dispenser and bulk packaged, 1-ply, singlefold and multiply facial; paper towels, singlefold, multifold, ceefold, hardwound roll and household roll; banquet rolls, folded table covers, placemats; industrial wipers. Paper specialties, custom printed specialties—napkins, placemats, tray covers, coasters; colored napkins, table covers, bathroom/facial tissue.

Contact: Dennis Pfeiffer, Manager, Marketing Services 617–544–2711

FABIAN TAPING DISPENSER CORP.

Booth 419

1140 Broadway, New York, NY 10001

A complete line of pressure sensitive tape and label dispensers, bag sealers, and computer label dispensers.

Contact: Nat Bello, G. M. 212–686–4344

FLITZ INTERNATIONAL, LTD.

Booth 405

821 Mohr Avenue, Waterford, WI 53185

Flitz metal polish will be featured and demonstrated for use on all metal surfaces, fiberglass and plexiglas. *Flitz* cleans, polishes and protects all surfaces against rust, tarnish, corrosion for up to four to six months. *Flitz* is non-toxic, non-abrasive and safe for use on many types of surfaces.

Contact: Ulrich M. Jentzsch, V.P., Sales & Marketing 414–534–5898

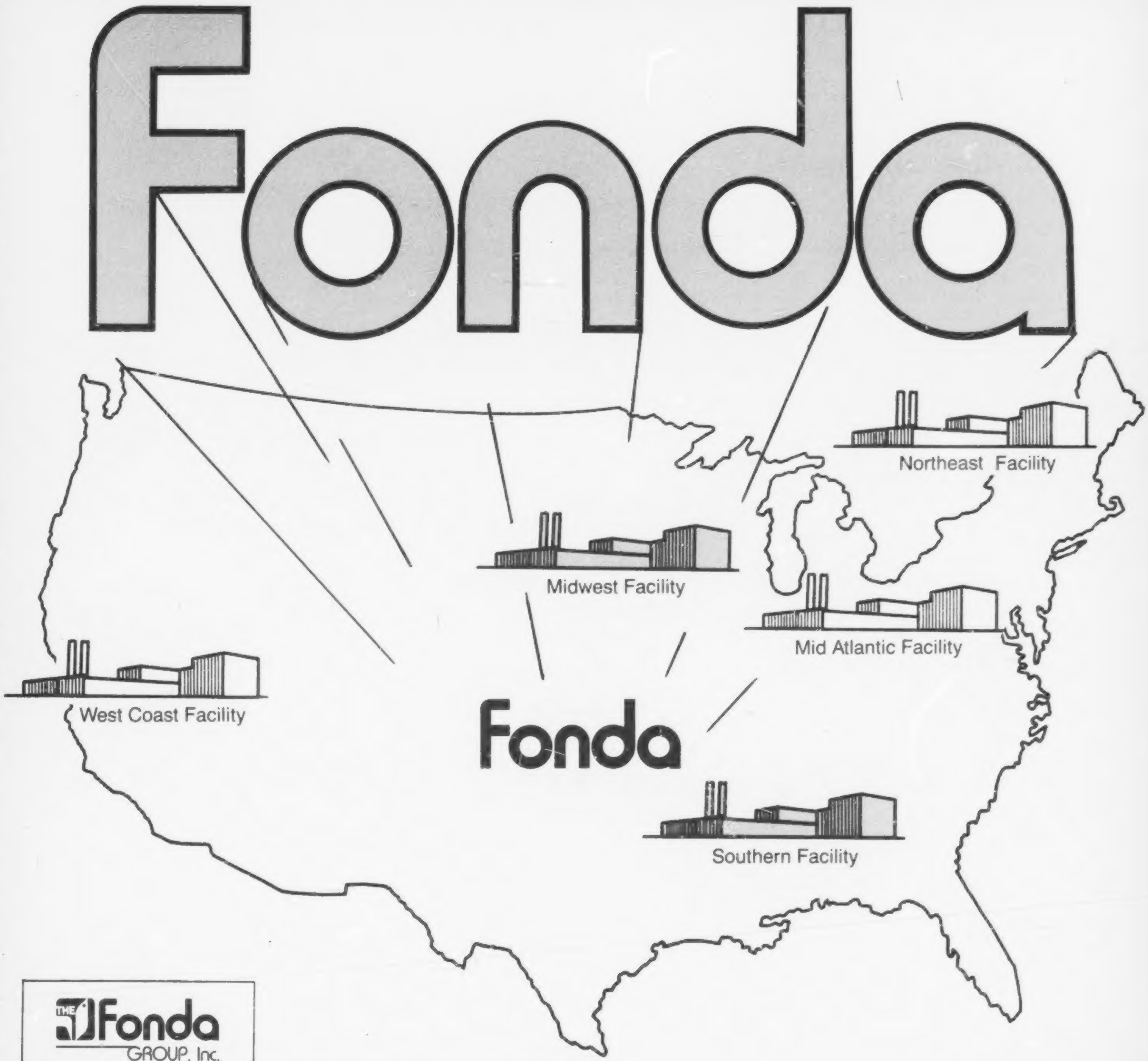
THE FONDA GROUP, INC.

Booth 238, 239

1435 Morris Avenue, Union, NJ 07083

Full line of foodservice disposables featuring cups, plates, bowls, platters, food trays, containers and the finest custom printing in the industry. For more information stop by our booth or contact your local Fonda representative.

Contact: Carol Walsh, Admin. 201–964–0600


Fonda
Northeast Facility
Midwest Facility
Mid Atlantic Facility
West Coast Facility
Fonda
Southern Facility

THE Fonda GROUP, Inc.

Growing to meet your needs

BOOTHS
# 238 & 239

- New Facilities
- Expanded Product Line
- Additional Sales Personnel
- Innovative Customer Service Programs

FORMOSA TAFFETA CO., LTD., ABIC CORP./DURA BAG CO.

Booth Madison 6

201 Tung HWA N. Road, 11th Floor
Taipei, Taiwan, ROC

High density T-shirt, grocery sacks, merchandise bags, produce bags on rolls and Star Seal garbage bags.

Contact: Eugene Shaw, Agent 212-532-0556

FORT HOWARD/ SWEETHEART

Booth 111, 112, 113, 114, 115

1000 Reisterstown Road, Owings Mills, MD 21117

Fort Howard has a complete line of sanitary paper products including toilet tissue, facial tissue, napkins, folded towels, non-perforated roll towels, perforated roll towels, wipers, printed napkins and placemats. Also on display are non-woven wipers and dry form wipers and washcloths. *Sweetheart* has quality single use paper and plastic products for all foodservice markets. Including cups, plates, platters, bowls, trays, containers and straws. Also, carryout containers, ice cream cones and toothpix.

Contact: P. Richard Kalb, Sales Promotion Service Manager 301-363-1111

FRANKLIN DISPOSABLES, INC.

Booth 428

7100 Huntley Road, Columbus, OH 43229

Four styles of disposable overseas caps will be featured, the Expand-O-Crown, Lo-Mesh, Paper Peak and Mesh Peak. Also on display are Continental and Flair chef hats, nylon hairnets, O R caps, beard restraints, poly aprons and gloves, poly adult and children's bibs, doggie bags and Tyvek garments.

Contact: Michael J. Love, Sales Manager 614-436-1216

FREEMAN PAPER CO.

Booth 148

2954 Gross Street, Green Bay, WI 54304

Colored and printed place mats, white and printed bath mats, colored and printed 2 and 3-ply facial napkins (offered in 23 colors), white and printed tray covers, banquet rolls (white, colored, printed in 22 different types), 2 and 3-ply cut size table covers (54" x 54" and 54" x 108"), specialty health care items, medical examination rolls, custom slitting and rewinding.

Contact: Steven E. Boettcher, Vice President 414-336-2072

GALLOS PLASTICS CORPORATION

Booth 464

2500 Old Lexington Road, Winston-Salem, NC 27107

A full line manufacturer of molded disposable drinkware and dinnerware with decorating and packaging capabilities. The company has two modern and efficient plants located on the East Coast and the Southwest to service you, the distributor, with less lead time.

Contact: Don Forrester, Vice President 919-784-8880

GENERAL PLASTICS CORPORATION

Booth Bryant 3

P.O. Box 520398, 8900 N.W. 77 Ct., Miami, FL 33152

Manufacturers of flat industrial polyethylene trash canliners, sold to distributors throughout the nation. Canliners produced by GP/General Plastics are electronically gauged, custom cased, palletized and stretch-wrapped and are recognized for quality and consistant performance. Production of stock sizes and to specification in various colors and gauges; available for price quotation.

Contact: William G. Metaxas, Director of Sales & Marketing 305-888-3555 / 800-327-9616

GENPAK CORPORATION/ POLYTHERM PRODUCTS

Booth 315

68 Warren Street, Box 727, Glens Falls NY 12801

Foam hinged carryout containers in white/sesame. New are: jumbo, single/three compartment: ribs, chicken, fish; small breakfast: biscuits/gravy or complete meal; medium tray: baked potatoes, salads or chicken and biscuits. Hi-impact plates and bowls in white/almond. New are: dessert plate, 16 ounce salad bowl and 9" round single and three-compartment; clear bowls: 5, 12 and 24 ounce.

Contact: Douglas P. Marquis, Vice President, Marketing 518-798-9511

GO-JO INDUSTRIES, INC.

Booth 126

P.O. Box 991, Akron, OH 44309

New Go-Jo Silk Scrub with crushables is our featured new product. DermaPro Lotion Soaps and Go-Jo "Waterless" hand cleaner are also featured. A full line of soaps from general purpose lotions to specialty cleaners, plus a full range of dispensing systems.

Contact: Marcie Ross, National Accounts Director 216-920-8100

EDDIE GOODMAN COMPANY, INC.

Booth 413

25 Bond Street, Ward Hill, MA 01830

We are manufacturers of high quality retail apparel and gift boxes. We offer a selection of thirteen stock colors in paper and foil in nine different sizes. All boxes are laminated and finished in either a luster or ultra violet (UV) gloss. We also manufacture a resale gift pack which can be tailored to the needs of the individual distributor.

Contact: Andrew Goodman, 617-374-0555 / 800-343-0534

HANDGARDS, INC.

Booth Madison 3

950 Skokie Boulevard, Northbrook, IL 60062

Showing Handgard disposable plastic gloves, aprons, children's and adult bibs plus banquet rolls, Tuffgard High Molecular High Density Food Service Bags. All are FDA accepted. Line includes: fast loading sandwich bags, freezer and storage bags, deli and pizza bags, doggie bags, corn on the cob bags.

Contact: Jerry Feliu, Vice President, Sales 312-564-5870

HANDI-KUP COMPANY

Booth 310, 311, 312

190 Forrest Street, Metuchen, NJ 08840

Disposable styrofoam cups, containers, bowls, and lids.

Contact: Thomas M. Woods, Vice President, Sales 201-494-1999

HARSHAW/FILTROL PARTNERSHIP

Booth Madison 1

30100 Chagrin Blvd., Cleveland, OH

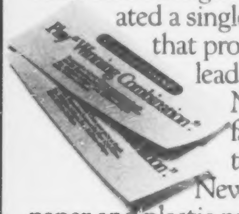
Introducing revolutionary new foodservice products: FryLight . . . a new miracle absorbent powder that will extend frying oil almost indefinitely by completely removing all soluble impurities. Desiccite 25 . . . the static

Everyone's a winner with Fort Howard/Sweetheart.®

The winning combination in disposables.

Get in on the winning and the fun at the convention's most exciting display. Play "Winning Combination" at Booths 111-115!

You always win with Fort Howard/Sweetheart. Our combined strengths have created a single resource that promises new leadership. New manufacturing technologies. New disposable paper and plastic products in tune with today's lifestyles.



And now when you stop by our booths at the NPTA convention and play "Winning Combination" you're a guaranteed winner. Instantly! Just use the ticket we gave you or pick one up at the Fort Howard/Sweetheart booths. Insert your ticket in the "Winning Combination" machine and…Presto! The computer immediately reads the preprinted combination and tells you what prize you've won. Everyone walks away with a prize!

12 Grand Prizes!
100 Second Prizes!

There's no obligation and the fun goes on every day of the show. So come see us at Fort Howard/Sweetheart booth 111-115 and join the winning combination!

Fort Howard
Sweetheart

OUR COMPETITION IS GOOD... THAT'S WHY IFC HAS TO BE BETTER.

Look closely at IFC Nonwovens and you will find something interesting. Old-fashioned values like customer attention, quality, and cost con-containment are at the heart of our success. Innovation is the key to advantage.

We've got a new look—and we are anxious to show what it means for you . . .

A TRADITION OF GROWTH

Constructive and rapid change have been the focus of IFC's development from a regional wiping cloth company to what we are today—a fully integrated nonwoven manufacturer serving a nationwide market through janitorial and paper merchant distributors.

A PASSION FOR CUSTOMER SERVICE

Recent consolidation of all corporate divisions along with a major expansion of our headquarters in Jackson, Tennessee places our entire resources within five hundred miles of more than seventy-five percent of the U.S. population.

Our commitment to service includes lots of "little things" that set IFC apart from the competition. For instance, no minimum order quantities, an active bid support program to assist distributors in identifying and taking new bid opportunities, "Rapid Ship"$_{TM}$ —our corporate commitment to averaging 3.5 days shipping time on PPG orders, distributor training seminars (after all we have a lot of inside knowledge about end-user sales techniques including our nationally recognized telemarketing program).

INNOVATIVE MARKETING

Finding new and better ways of helping our distributors increase sales is our constant goal. We've got some pretty good practice doing new and unique things. For instance, the full-line concept of over sixty-five different kinds of wiper products was originated by IFC; we were the first to lower costs by reducing wiper sizes to eliminate wasted surface area and we're the only manufacturer to provide private labeled and "branded/non-branded" cases in small quantities to help distributors promote their own brands; and the introduction of our PPG (Preferred Product Group), a select group of ten wipers proven to be the most preferred by the marketplace.

UNEQUALED PRODUCT VARIETY

Not only do we manufacture a complete series of the best laminated and reinforced fabrics, we also bring together a package of various nonwovens representing a broad spectrum of state-of-the-art technology. But, let's not get carried away with variety. Our early years experience directly servicing end-users taught us that a small, simple grouping of the best selling wipers is sometimes a real advantage in the marketplace.

So whether your need is variety, or on the other hand, simplicity, IFC offers both a full line of products for every need; and a select group of wipers (PPG) specially designed with ease of sell and popularity in mind.

MEETING THE CHALLENGES OF THE FUTURE

We are proud of our past. But, we are more excited about the future and the changes IFC Nonwovens has yet to bring to the disposables marketplace. Our recent turnover of thousands of end-user account leads to distributors nationwide is one more indication of our commitment to traditional distribution as our exclusive sales vehicle.

Our competition is good. So we work hard every day to develop new ways for our distributors to sell wipers. As somebody put it—"You Ain't Seen Nothing Yet!"

IFC Nonwovens®
(Formerly Industrial Fabricators, Co.)
Nonwovens For Industry and Health Care
CALL US TODAY 1-800-IFC-WIPE
(432-9473)

clay disiccant for humidity control in an enclosed space or package.

Contact: A. Vincent Cerny, National Sales Mgr., Foodservice Products, 216-292-9241

HERITAGE BAG COMPANY

Booth 433, 434

4434 McEwen Road, Dallas, TX 75234

Service coast to coast from manufacturing facilities located in major market areas. Product line: industrial and institutional polyethylene can liners, meat and poultry bags, non-vented, produce bags, vented, printed produce bags, vented, bakery bags, non-vented, bakery bags, printed, u-bag-its, printed, ice bags, printed, wet pak.

Contact: Wendell D. Martin, Vice President, Sales 213-233-6130

HEWLETT-PACKARD COMPANY

Booth 425, 426

7995 E. Prentice Avenue, Englewood, CO 80111

SFD/3000 is a complete computerized solution for the paper distributor. It is a fully integrated, real-time system comprised of modules for sales order entry, accounts receivable, inventory control, purchase order entry, accounts payable and general ledger. This software solution is user customizable and utilizes the HP 3000 computer line.

Contact: Bill Lynch, Sales Development Engineer 303-773-1992

HOSPITAL SPECIALTY COMPANY

Booth 124

7501 Carnegie Avenue, Cleveland, OH 44147

Hospital Specialty is the only manufacturer of feminine hygiene for the institutional market with three plants and 19 warehouses to meet distributor's needs. Millions of women's needs are satisfied daily by Tampax tampons (#1 brand of all products), gards and soft and thin sanitary napkins and vendors. Also featuring first aid kits, bulk pads, elastic leg baby diapers.

Contact: William Kanther, National Sales Manager 602-829-0989

HYGRADE LAMP COMPANY

Booth 467

1605 John Street, Fort Lee, NJ 07024

We manufacture long-life light bulbs and fluorescent tubes. Our feature 5,000 hours life are made in 130 volt, with brass base. We are an independent manufacturer with over fifty years experience in the lighting industry.

Contact: Gary Siegal, President 201-947-4111

I.R. INDUSTRIES, INC.

Booth 268

3 Westchester Plaza, Elmsford, NY

Manufacturers, converters and wholesalers of printed and uprinted box sealing tapes to the trade. Complete line of PVC "talking tapes" will be shown. Additionally the company is introducing "Econo Tapes" a printed polypropylene product manufactured in Elmsford, NY. All printed and unprinted products are available in most colors and sizes.

Contact: Irwin Ross, President 212-733-5255 / 914-592-5173

IMPERIAL CUP CORPORATION

Booth 103, 104, 105

808 Fontaine Street, Kenton, OH 43326

The newest manufacturer of single service products for the food service industry. Imperial manufactures a complete line of vending and manual over-the-counter cups and containers for the vending and foodservice industries. A nationnwide truck fleet provides direct delivery service to insure prompt and efficient deliveries.

Contact: Cynthia Hayes, Customer Service Manager 419-673-0711

INDUSTRIAL FABRICATORS COMPANY, INC.

Booth 409

20 Phillips Road, Jackson, TN

Industrial Fabricators is your source for a full line of wiping products. Offered are products manufactured from conventional paper, scrim reinforced tissue, carded web fabric, airlay material, DuPont Sontara fabric and oil impregnated web. Industrial Fabricators are dedicated to quality, service, the most full line of wipers in the industry at a competitive price.

Contact: Mike Palecek, Vice President Marketing & Development 1-800-IFC-WIPE

INLINE PLASTICS CORPORATION

Booth 447

40 Seemans Lane, Milford, CT 06460

Introducing the new *Sure Lock* line of containers. A method of packaging for bakery, deli and salad bars, that is as diversified as your operation. The line consists of a one piece clear hinged lidded container manufactured in six sizes, and a two piece utility container available in five sizes.

Contact: Donald H. Oswall, Vice President Sales & Marketing 203-878-8537

JET/PLASTICA INDUSTRIES, INC.

Booth 146, 147

1100 Schwab Road, Hatfield, PA 19440

Manufacturer of "Jetware" plastic drinkware and dinnerware, "Plasticaware Cutlery" which includes four grades of cutlery and "Plasticaware Foam" cups, containers and bowls. Our complete product line contains over 300 products. Jetware now has 60 new items. Our cutlery line includes complete wrapped and kit capabilities. Printing both stock and custom has now been included in our complete foam cup program.

Contact: J. Patrick Hanlon, National Sales & Marketing Manager 1-800-JET-WARE

K.H. INDUSTRIAL SALES COMPANY

Booth 165

P.O. Box 473, Riverdale, NY 10471

Exhibiting tape dispensers for carton sealing tapes such as: PVC tapes, polypropylene tapes, mylar tapes. Dispensers for label protection tapes, filament tapes, bag sealing tapes, double coated tapes, cellophane and magic mending tapes. Label caddies.

Contact: Kurt Hecht, President 212-796-1733

KAISER ALUMINUM

Booth 407, 408

300 Lakeside Drive, Oakland, CA 94643

Aluminum foodservice wraps and containers; roll foil, cut sheets, sandwich wrap and bags, PVC film wrap. Disposable regid foil con-

More Paper Distributors Are Selecting Lockwood's

APDsystem

AUTOMATED PAPER DISTRIBUTION

The most important consideration in buying a computer system is finding good software and a company with a proven track record to install and support it. The **Lockwood APDsystem** has been designed for the paper distribution business. This system provides you the tools for: improving inventory turns, better customer service, quicker AR collection, and proper utilization of discounts. You, too, can make it happen for your company with the following support functions.

A User's Group

With over 400 system installations, Lockwood systems users get together once a year to exchange ideas, look at new enhancements, and give input to future developments.

24 Hour Phone Service

Lockwood's service department is on call 24 hours each day to help you with problems, and can dial into your system for on the spot support if necessary.

Maintenance

Lockwood provides on-site maintenance to handle any problems, provide enhancements or upgrade your system.

Installation

Lockwood employs a top-flight team of installation specialists who will get your system up and running fast.

Education

Lockwood maintains ongoing training seminars to teach your employees to use the software, and the hardware.

Lockwood℠

APDsystem

AUTOMATED PAPER DISTRIBUTION

The Lockwood Association, Inc. • P.O. Box 17326 • San Antonio, TX 78247 • (512) 824-1439 tainers, steam table pans, bakery pans, caterware

Contact: C.G. (Chuck) Blanton, Eastern Regional Manager 617-890-8150

KEYSTONE ADJUSTABLE CAP COMPANY, INC.

Booth Morgan 4

1591 Hylton Road, Pennsauken, NJ 08110

Save $$$ on disposable headwear manufactured by Keystone for over 60 years featuring a complete "one stop line" of quality paper "Classy Caps," overseas caps, chef hats (set-up ready-to-wear or flat-packed), O.R. bouffant/nurses caps, beard covers, hairnets, hairnets with visors, lemon covers, aprons, food handlers' caps, Tyvek products, painters' caps—all available with multi-color printing. If your next order doesn't come from Keystone, you'll pay too much . . . check our SHOW SPECIAL!!

Contact: Malcolm George, President 609-663-5740

R.J. LACHMAN INC.

Booth 128

84 Modular Avenue, Commack, NY 11725

Showing the 1985 supplement to the all inclusive gift wrap catalog with emphasis on Christmas designs plus the introduction of matte finish solids. An expanded gift bag program will be exhibited consisting of 18 items in 4 lb. and 8 lb. SOS bags and a liter size bottle bag.

Contact: Bob Lachman, President 516-543-6400

LAMINATIONS CORPORATION

Booth 183, 184

2254 Harrison Street, Neenah, WI 54956

VBoard protects, contains, cautions, identified, strengthens, reinforces, advertises, merchandises and is reusable! VBoard a tough, sturdy product made entirely of laminated paperboard. Thickness to 1/2", lengths from 2 1/2" to 348". VBoard is designed to compliment and enhance the many other industrial items your sales force now offers to the market place.

Contact: Joseph N. Maehl, Vice President, Marketing 414-725-8368

LIN PAC FLEXIBLE PACKAGING

Booth 187

5725 Commerce Blvd., Morristown, TN

Company produces Lin Sacs—thick/thin wave and flat top handle bags—and Tee-shirt bags at custom built plant in Tennessee. Printing up to 4 colors on 2 sides available. Patented dispensing system for ease of dispensing. Member of the Lin Pac Group.

Contact: Chris Barton, Sales Manager 615-586-8917

THE LOCKWOOD ASSOCIATION, INC.

Booth 179, 180

P.O. Box 17326, San Antonio, TX 78217

The Lockwood Association provides a computerized inventory control system for the wholesale paper distribution industry. From order entry to sales analysis to general ledger accounting, Lockwood's Automated Paper Distribution System(APDS) is a complete data processing system designed specifically for industrial paper merchants.

Contact: David Mayers, Account Manager 512-824-1439

LONGVIEW FIBRE COMPANY

Booth 156

20 Cooper Lane, Waltham, MA 02154

Manufacturers of colored kraft bags and wrapping paper—primarily for retail packaging. We also offer special use bags. Visit our booth #156 on the floor.

Contact: H.E. Darling, Regional Sales Manager 617-894-0040

LPS INDUSTRIES, INC.

Booth 168, 169

113 North 13th Street, Newark, NJ 07107

LPS Industries will feature a complete line of packaging materials highlighted by static control bags for packaging of electro static sensitive devices, both antistatic and conductive. These bags are available in polyethylene and laminated constructions as well as with LOC-TOP resealable zipper closures. Also featured will be a complete line of: Pres-Quick envelopes, Loc-Top poly bags, and Compu-Stick labels.

Contact: Philip Pasqualone, Marketing Director 201-485-4400

3M/TAPE & ALLIED PRODUCTS

Booth 164

3M Center, 220-3E-05, St. Paul, MN 55144

3M tapes, tape dispensers/applicators and box sealing equipment.

Contact: Thomas H. Richards, Distributor Relations Director 612-733-7600

MAI, BASIC FOUR, INC.

Booth Madison 5

20 Crossways Park North, Woodbury, NY

Computers and software programs specifically designed for the unique requirements of the paper distributor. Comprehensive applications include telemarketing, order entry, extensive pricing flexibility, invoicing, sales analysis, inventory control, accounts payable, purchase orders, payroll, general ledger. Our systems are designed to increase sales, reduce inventory, improve cash flow, and increase profitability.

Contact: Sam Conti, Branch Manager 212-697-5340

MACK-ALLIED/MACK-CHICAGO CORP.

Booth 125

1-02 26th Avenue, Long Island City, NY 11102

Manufacturers and designers in corrugated board. We have in stock over 100 sizes of mailers featuring, the *Indestructo*, the worlds greatest mailer. We have the capacity to print and die cut in up to four colors. We also design and stock cartons for skin packaging.

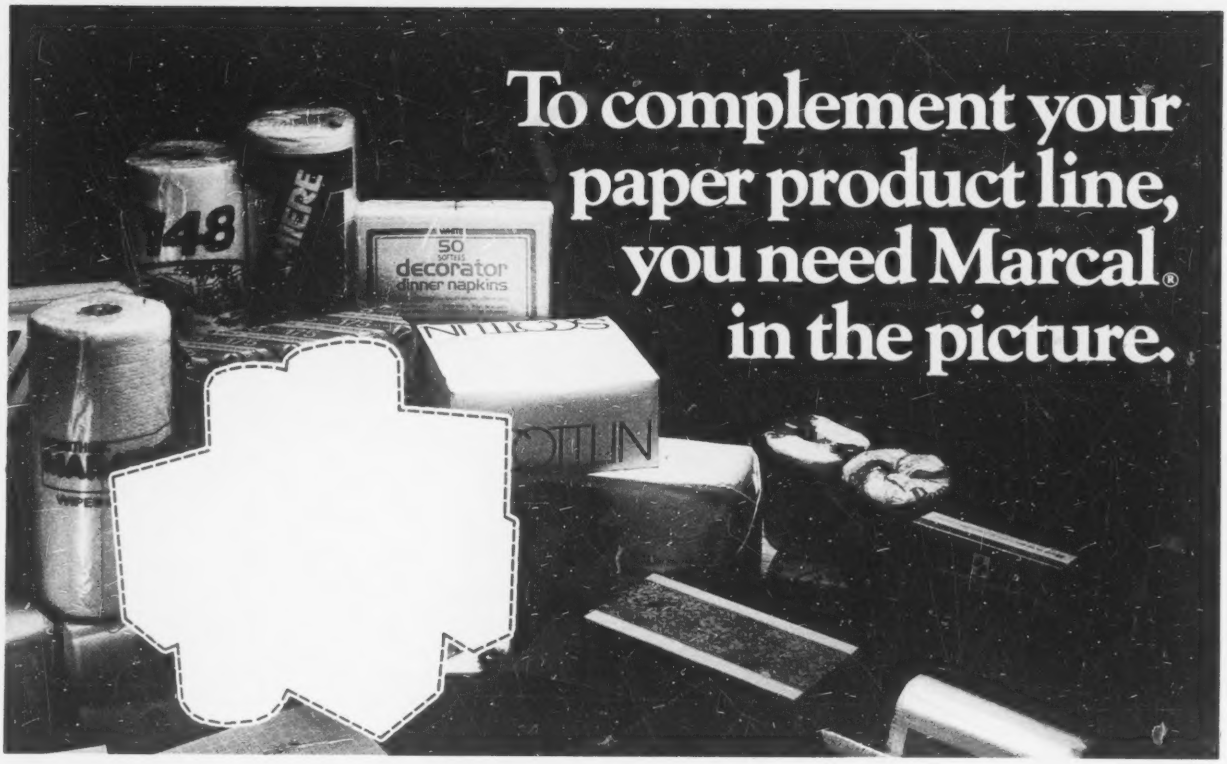
Contact: Rick Hendrickson 718-932-1188

MANUFACTURERS REPRESENTATIVES OF AMERICA

Booth 263

117 Miramar Avenue, Biloxi MS 39530

National trade association of independent sales representatives in paper, plastics, and sani-



To complement your paper product line, you need Marcal® in the picture.

Sure, you have full-line primary-source suppliers for paper products. However, to grow your business and keep your customers satisfied, you need alternative products to offer them. Products that will position you as being concerned about their business and their needs. And products that will satisfy those needs at less cost to your customers and more profits for you.

Here's why Marcal is your best choice:

1. We're committed to keeping Marcal prices lower than primary sources.

2. We're committed to the away-from-home market.

3. We're committed to innovative distributor service for flexibility in meeting your needs.

4. We're committed to innovation in saving you time and money. Marcal Roll Bathroom Tissue and Perforated Roll Towels come exclusively in Polycase® Bundles which:

☐ Take up 22% less space than corrugated boxes.
☐ Take ⅓ the time to load and unload.
☐ Protect against dust and moisture.

5. We're committed to broaden our line to improve your inventory turns.

6. We're committed to fight for your business. Let us show you how Marcal can enhance both your product line and your profit line. Write: Marcal Paper Mills, 1 Market St., Elmwood Park, N.J. 07407. **Or call 1-800-631-8451 for more information.**

Snow Lily
Sunrise
Bella
Marcal Fluff Out
SST
Marcal

MARCALculate your profits with **MARCAL.**

Marcal®

Marcal Paper Mills, Inc., Elmwood Park, N.J. 07407

IT'S NOT AN EMPTY SOCKET.

tary maintenance supplies. Booth will be staffed by association officials who will distribute membership information and answer questions about MRA's current activities and future plans.

Contact: William Bess, Administrative Director 601–374–6537

MARCAL PAPER MILLS, INC.

Booth 219, 220

1 Market Street, Elmwood Park, NJ 07407

Manufacturer of sanitary paper products. These products include assorted types of roll tissue, boxed facial, napkins, wipers annd perforated roll towels. For the away–from–home market our innovative products and packaging concepts make Marcal unique in this marketplace.

Contact: Norman Perrett, National Sales Manager 201–796–4000

MARSH STENCIL MACHINE COMPANY

Booth 137, 138

707 East "B" Street, Belleville, IL 62222

Marsh will exhibit a complete range of packaging, marking, and labeling machinery and materials for industry; stencil machines inks, oilboard, markers, labeling machines, CMP multi-carton addressing systems and carton closure systems: (–tape machines, manual and electric), semi-automatic case sealer.

Contact: Reginald Lovejoy, Exhibit Coordinator 618–234–1122

MARVEL LIGHTING CORPORATION

Booth 451

222 Bridge Plaza South, Fort Lee, NJ 07024

Long life incandescent light bulbs, standard and special color fluorescents, mercury vapors, quartz and high pressure sodium lamps.

Contact: Paul Greenberg, Vice President Sales & Marketing 201–944–2313

MARYLAND PLASTICS, INC.

Booth 304

251 East Central Avenue, Federalsburg, MD 21632

Full line of disposable plastic cutlery. Party and picnic items and foodservice kits.

Contact: George Nicoletos, Sales Manager 301–754–5566

MAYAN CONVERTING, INC.

Booth 446

2000 Post Oak Blvd., Suite 1630, Houston, TX 77056

A complete line of industrial and fine products, Kraft, news, butcher and flower wrapping. Packers news, pipe wrap, pipe pads, furniture and moving blankets, bumper wrap, interleafing, car floor mats, indented paper–(dimple wraps), manilla tag, news print grades, custom slitting and sheeting. Special packaging of your products, sold through distributors only.

Contact: Michael Burke, Manager-Distributor Sales 713–877–1887

MEDICAL DISPOSABLES COMPANY

Booth 271

P.O. Box 1181, Marietta, GA

Disposable incontinent products including liners, adult diapers, underpads, underpad holders, etc.

Contact: Urban G. Mitchell, Vice President/Institutional Division 404–422–3036

Everybody is looking for new business. And Marvel can help you get it from the business you already have. With Marvel long life lamps. After all, don't all of your customers have a need for light bulbs?

At Marvel, we have a full line of lamps to meet all your customers' needs. Incandescents, fluorescents, special colored fluorescents and more. And Marvel long life lamps aren't ordinary lamps. They cost less, last twice as long, are made in the United States and are sold only through distributors. So you never have to worry about price cuts at the retail level.

To find out more about Marvel long life lamps and how to get new business from the customers you already have, call toll free (800) 845-6421. We think you'll be pleased when we show you how Marvel can brighten up your profit picture.

Made in the United States by
MARVEL LIGHTING CORPORATION
(An American Brands Company)
222 Bridge Plaza South, Fort Lee, NJ 07024.

IT'S A NEW BUSINESS OPPORTUNITY.

VISIT US AT: ISSA CONVENTION—BOOTH #1055
NPTA CONVENTION—BOOTH # 451

MIDWEST FILM CORPORATION

Booth 244, 245

6449 North Lincoln Avenue,
Lincolnwood, IL 60645

Paperene hi density merchandise bags, retail store plastic garment bags, low density merchandise bags, (deco bags). Low density reinforced patch handle bags, drawstring and drawtape bags. Also, toy bags available in both hi and low density.

Contact: Jerry Rosenstein, Sales Manager 312–676–3200

MOBIL CHEMICAL COMPANY

Booth 153, 154

1159 Pittsford-Victor Road, Pittsford, NY 14534

Exhibiting plastic foodservice disposables including tableware, foam take-out containers and school lunch/utlity trays. A complete line of institutional/industrial can liners are shown along with several types of pallet stretch films. Foam meat trays, produce bags on–a–roll and plastic grocery sacks with handles are one display.

Contact: Robert J. Sax, Manager Graphics Communication 716–248–5700

MULCO INDUSTRIES, INC.

Booth 431, 432

P.O. Box 1108, Mulberry, FL

Mulco Industries manufactures Harvest design paper cold and hot drink cups and lids, thermoformed plastic cups, plastic portion and juice cups, paper portion cups, conical cups, and pleated water cups. Mulco Industries offers custom print on paper and plastic cups and custom packaging for the institutional and retail markets

Contact: David Goralski Nat. Sales Mgr. 813–425–5531

MUTUAL-PRECISION COMPANY

Booth 414, 415

202 Coffey Street, Brooklyn, NY 11231

Distributors to the trade only of paper, twine and allied products including Paramount kraft & extensible, Wolf Head and Lion Head poly twine, and Pilfer Grid reinforced tape. Master distributors for Jiffy, Sealed Air, and Crowell Corp. products. Full line of wrapping and stuffing tissues, including Carefree in 19 colors.

Contact: Mark Wittcoff, Executive Vice President 718–858–9000

NICE-PAK PRODUCTS, INC.

Booth 106

150 N. MacQuesten Parkway, Mount Vernon, NY 10708

Wet-Nap moist towelettes, stock and custom design packets. Individual foodservice kits for fast food carry-out. Hotel guest room amenities and travel kit products: shampoo, shave cream, after shave lotion/cologne, skin lotion/conditioner, eye make-up remover, nail polish remover, spot remover, instant shoe shine, travel detergent powder, *Tar-Off* beach tar remover, moist towelette, *Ora-Cup*–instant effervescent mouthwash in a cup.

Contact: Robert Flatow, Regional Sales Manager 914–664–7800

NYMAN MANUFACTURING COMPANY

Booth 242, 243

275 Ferris Avenue, East Providence, RI 02916

Complete line of quality paper and plastic single-use foodservice products including: First Choice and Popular Choice impact plastic dinnerware, full line of dinnerware dome covers for carryout service, hot and cold paper cups available in stock, panel and custom designs, Natural Choice translucent cups and cut crystal tumblers.

Contact: Bertrand R. Blais, Marketing Operations Manager 401–438–3410

ODYSSEY PACKAGING, INC.

Booth 254

71 Remington Blvd., Ronkonkoma, NY
11779

Odyssey Packaging Inc. is a new player in the retail packaging arena. Specializing in custom printing annd converting of Patch Handle Bags in quantities of 1000 per size and up. Our quality and service are the same, no matter how large or small your order is.

Contact: Jerry Berns, Vice President, Sales 516–981–4422

OMEGA PLASTICS & SIGMA EXTRUDING

Booth 177, 178

Page & Schuyler Avenues, Lyndhurst,
NJ 07071

Manufacturers and extruders of linear low polyethylene products: U Bag Its, Wet Pak, Trash Can Liners, Garment Bags, and Industrial Film.

Contact: Gary Duboff, Vice President 201–933–5353

PEACOCK PRODUCTS

Booth 222, 223

48 Woodbine Street, Bergenfield, NJ
07621

Printed (customized) carton sealing tapes in lightweight and industrial strengths. Customer printing tapes as little as 18 rolls per order in 2" x 55 yards and up. Sales to distributors only.

Contact: Eric Langlset, Vice President 201–385–5585 / 800–221–0275

PIONEER GIFT WRAP

Booth 227

2939 Vail Avenue, Los Angeles, CA
90040

A manufacturer of quality gift wrap with put ups of reams, 1/2 reams, cutter boxes, jeweler's rolls, plain and printed cellophane, and gift packs for executive gift giving—all sold nationally through selected distributors.

Contact: W.B. Murray, Vice President Marketing 213–726–2473

PLASTICS INC.

Booth 241

P.O. Box 64610, St. Paul, MN 55164

A subsidiary of Anchor Hocking, Plastics Inc. is a recognized leader in the design of beverageware, including Sani-Plass® wrapped tumblers, single-service dinnerware, Microproof® and Hi-Heat® oven dinnerware, Gourmet to Go carry-out and fluted Prestige and etched Scrollware™ servingware. Plastics Inc. also custom designs and custom prints beverageware.

Contact: Alex Graye, National Sales Manager 612–227–7371

PLYMOUTH RUBBER COMPANY, INC.

Booth 139

104 Revere Street, Canton, MA 02021

Patriot rubber bands used for bundling, color coding and a variety of packaging functions. These fine products are available in several different forms of unit packaging to meet your customer's requirements.

Contact: John H. Kuhn, National Sales Manager 617–821–1470

POLAR PLASTIC LTD.

Booth 189

4210 Thimens Blvd., St. Laurent,
Quebec, Canada H4R2B9

Featuring Polar-XL®, North America's newest line of crystal tumblers, cocktail glasses and dessert dishes. Polar also manufacturers a comprehensive line of quality plastic disposables for the food service industry, including four grades of tableware, Polaronde® impact dinnerware, Polaris® plastic cups, and Polarpac® containers for food take-out and merchandizing applications.

Contact: Seymour Shuster, Director, International Operations 514–331–0207

POLYVINYL FILMS INC.

Booth 172

Depot Street, Wilkinsonville, MA 01590

Manfacturers of flexible PVC film will be exhibiting a full line of foodservice film including cutter boxes and various perf films, as well as meat wrap, laundry wrap and industrial films. Polyvinyl also will be displaying their fine retail item "Stretch-Tite."

Contact: Tom Connor, 617–865–3558

POMCO GRAPHICS INC.

Booth 152

4411 Whitaker Avenue, Philadelphia, PA
19120

Over fifty years, America's paper sampling specialists. Serving the paper industry—mills, merchants, converters, their advertising agencies, art studios. Completely created and manufactured in-house: quality sample books, color selectors, collateral material, advertising and sales promotion. Lithography, letterpress, engraving, leafing, embossing, diecutting, envelope conversion, distribution fulfillment, storage

Contact: Harold Jacobs, President 215–455–9500

PORTION PACKAGING INC.

Booth 181

3 Neshaminy Interplex, Suite 201,
Trevose, PA 19047

Manufacturer and supplier of quality printed and unprinted plastic drink cups. Available in a range of sizes from 5–32 oz. drink cups are offered in white, translucent and clear, and are used in the hotel/motel, foodservice, retail and brewery industries.

Contact: Joseph McCormack, Sales and Product Manager 215–245–2997

PRICE BOOKS, INC.

Booth 253

3238 Brotherton Road, Cincinnati, OH
45209

Price Books, Inc. produces price catalogs for the fine paper industry. On display are samples of both merchant and mill catalogs which illustrate various sizes and formats. An outline of our computerized process will be available for your scrutiny, along with samples of our camera-ready copy

Contact: Ted Ballman, Vice President/General Manager 513–871–6711

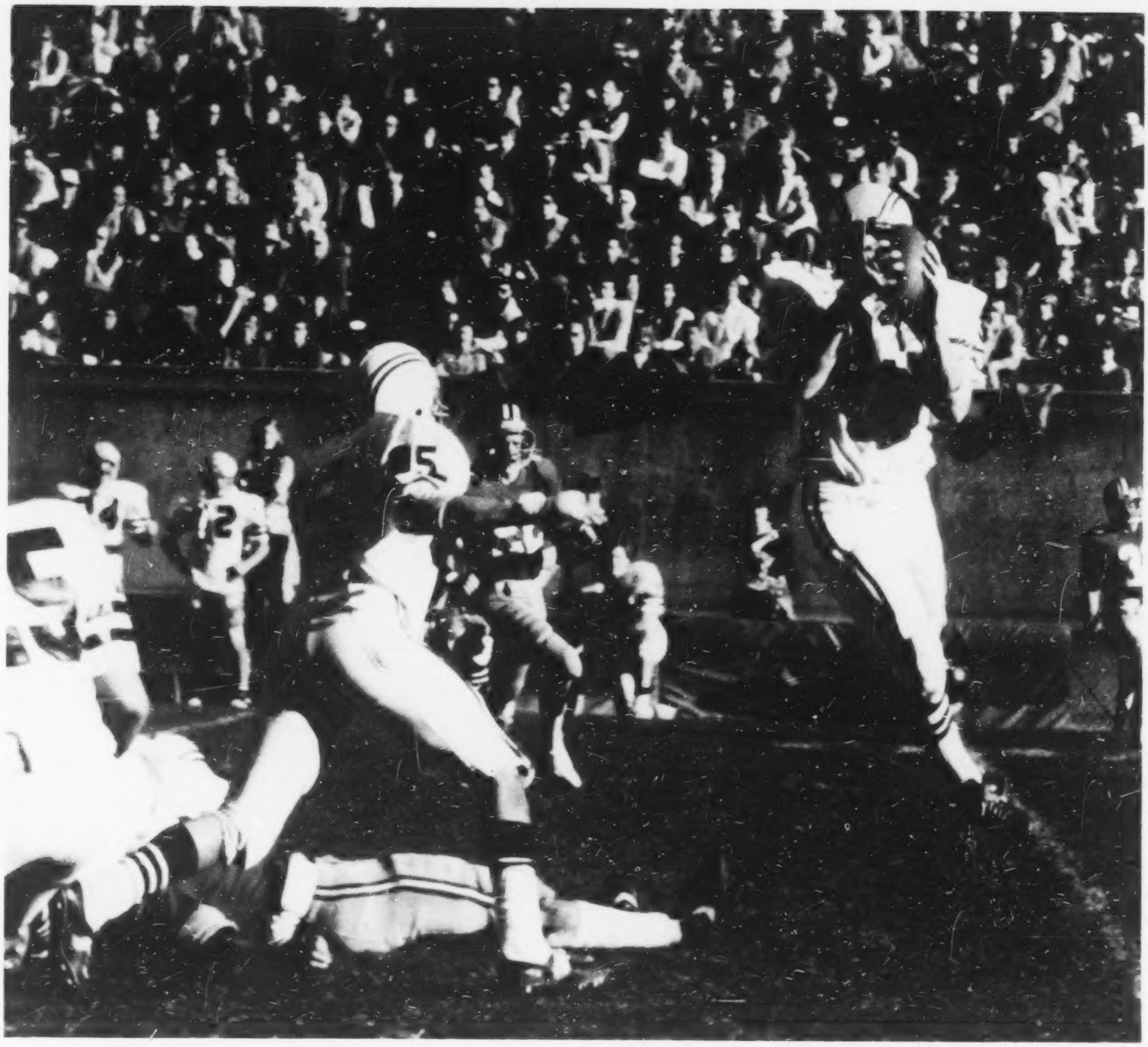
PRIMEPAK

Booth 133

133 Cedar Lane, Teaneck, NJ 07666

A complete line of polyethylene products such as roll produce bags, T-shirt carrier bags, wet pak, garment bags, stretch wrap, merchandise bags, plain and printed bags, shrink pallet covers, furniture covers, mattress bags, handle bags, ice bags, stock poly bags. If it's poly, call us first.

Contact: Tony Bellizzi, Sales Manager 201–836–5060



Our teamwork pays off in winning efforts.

3M makes over a thousand "Scotch" brand tapes and adhesives. You sell them professionally and creatively in the marketplace. It's the perfect teamwork that makes our partnership successful.

As a 3M distributor, you're working with a partner that wants to see your business grow. Our heavy research investment provides you with a steady flow of new, innovative and cost-effective products to sell. Our rigid quality control keeps your customers satisfied.

We want our team to win. That's why we also provide you with strong sales service . . . promotional support . . . selling aids . . . product education . . . application engineering assistance . . . and technical service support.

Sure, we could go on. But, the point we're trying to make is that we're partners. 3M has made a commitment to you . . . our distributors. In turn, we appreciate your support. Because winning is a team effort.

3M hears you . . .

3M

PROFILES INTERNATIONAL INC.

Booth 270

6825 Manhattan Blvd. #500, Fort Worth, TX 76112

Specialists in the areas of personnel evaluation and telemarketing. The Profile Evaluation service is an NPTA–endorsed system that identifies personality traits of successful employees in the paper industry. Extensive research has been performed by Profiles to identify successful traits found within a paper distributorship.

Contact: Anne Bess, Consultant, 817–496–6881

REGAL POLY-PAK

Booth 313, 314

125 Spagnoli Road, Melville, NY 11747

Manufacturers of the most diverse line of plastic packaging in the industry; 20 styles available in 14 poly colors, in gloss and matte inks. Our new 1985 catalog features many new products such as: Shoulder Tote, Econo-Patch and HMHD Die Cut. All will be on display for your inspection.

Contact: Steve Bearman, Administrative Sales Manager 516–293–6767

RELIABLE PLASTICS, INC.

Booth 121

Chimney Rock Road, Bound Brook, NJ 08805

Convertor and manufacturer of foam plastic products, including Perf-Foam® scratchless urethane wrapping material on perforated rolls; Ethafoam polyethylene corners; Pal-Pak® expendable pallets; Temp-Gard® cooler packs; Cubies® the reusable ice cubes; Tem-Pak® insulated shipping containers; pouches and sheets of Microfoam® polypropylene or sealed air Cell-Aire® polyethylene, Edg-Eze expanded polystyrene edge-protectors.

Contact: James L. Wilgus, President 201–469–8686

ROADNET SYSTEMS CORPORATION

Booth Bryant 4

117 Lakefront Drive, Hunt Valley, MD 21030

Roadnet is a computer assisted vehicle routing and scheduling system. Specifically, it is a micro based workstation that uses state-of-the-art algorithmic software to compute least cost delivery sequence and vehicle loading. Roadnet also provides the user with fast, accurate information on each proposed route. Included are listings of each delivery, service time, travel time to the next stop and approximate mileage. The router may review and adjust routes. And when the system has produced a set of routes which the router judges to be satisfactory, he can order printed itineraries for each.

Contact: Rick Branan Vice President, Sales & Marketing 301–666–0399

ROBBIE MANUFACTURING INC.

Booth 306, 307

10810 Mid America Avenue, Lenexa, KS 66219

Perforated to tear packaging films (cling, shrink, and stretch) and related packaging equipment. Printed Supermarket Films including new 2" PromoBands and Adaption Equipment. Other stock printed films; hotel/motel glass covers, stock print bakery designs and holiday designs.

Contact: Tammy Gronberg, Trade Show Coordinator 913–492–3400

ROCHESTER MIDLAND CORPORATION

Booth 116

333 Hollenbeck Street, Rochester, NY 14621

Packages and distributes nationally, Stayfree Napkins, Carefree Panty Shields and Playtex Tampons for vending machine use. Rochester Midland also sells all metal feminine hygiene vending equipment, as well as disposal units and wax paper liners.

Contact: James L. Kerr, Vice President 716–266–2250

ROCKWELL CHEMICAL INC.

Booth Morgan 5, 6

100 Union Avenue, Cresskill, NJ

We produce the quality high molecular weight—high density polyethylene products and specialize in merchandise bags, T-shirt bags and produce bags.

Contact: T. Stark, President 201–569–2509

SANDUSKY PLASTICS, INC.

Booth 213

400 Broadway, Sandusky, OH 44870

Manufacturer of rigid plastic single service food containers used by supermarkets, delicatessens, and salad packers. Available in various colors and packaging options, featuring custom printing and personalized lid embossing.

Contact: Richard M. Burens, Vice President 312–526–0014

SANECK INTERNATIONAL, INC.

Booth Morgan 2

4644 Kenny Road, Columbus, OH 43220

A national supplier of low density and high density polyethylene bags specializing in food service and industrial applications. Serving the United States from 10 regional warehouses located in: Los Angeles, Houston, New Orleans, Chicago, Columbus, Jacksonville, Charleston, Boston, Baltimore, and Philadelphia

Contact: F. Cannon, Jr., Assistant to President 614–459–8357

SAN JAMAR, INC.

Booth 230

700 S. Third Street, P.O. Box 380, Palmyra, WI

Manufacturer of the "Grif-Ho" line of dispensers: locking and non-locking toilet tissue cabinets, interfold tissue unit, towel cabbinets, universal napkin dispensers, complete line of cup and lid dispensers accommodating cup sizes 1/2 oz. to 32 oz. Most of the above available in: baked enamel, chrome, brushed chrome and stainless steel.

Contact: Paul Omdoll, Vice President, Sales/Marketing 414–495–2991

SCIENTIFIC COMPUTERS, INC.

Booth 166

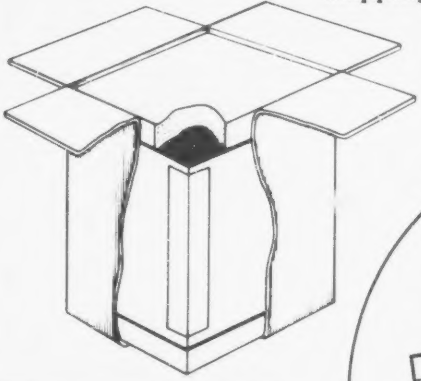
10101 Bren Road East, Minnetonka, MN 55343

Publishing systems for paper merchants. Computer managed data base to drive typesetters or laser printers. On-line maintenance available. Complete on-site printing, binding and mailing services to publish current and cost effective price books or supplements. On-

- PERF-FOAM foam wrap
- PAL-PAK expendable pallets
- EDG-EZE edge protectors
- FLEX-CORNER PE foam corners
- FRAME GUARD mirror protectors
- TEM-PAK insulated cartons
- TEMP-GARD cooler packs
- CUBIES "dry" ice cubes
- FOAM POUCHES plain or anti-static
- MAIL-BAG weather proof mailers

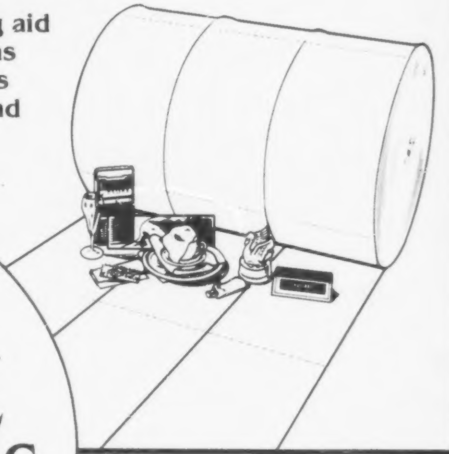
TEM-PAK

Clinically clean, temperature controlled, shipping containers



PERF-FOAM

A packaging aid that cushions and prevents scratches and abrasions



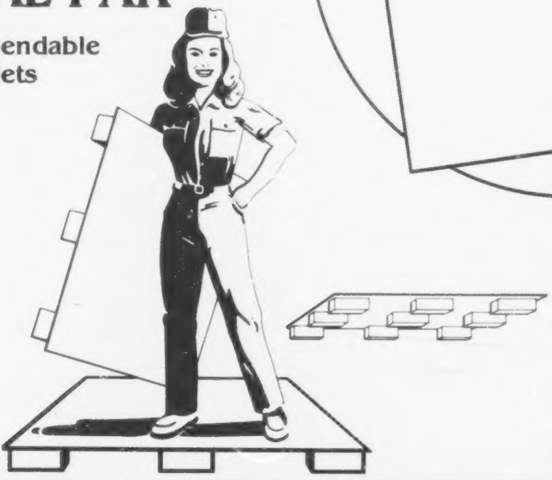
Accepted by U.S. Post Office and U.P.S.

MAIL BAG

All weather cushioned envelope

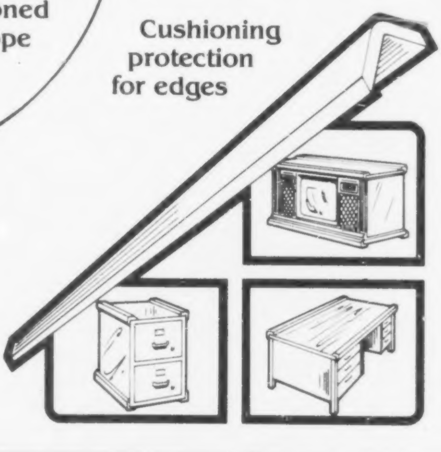
PAL-PAK

Expendable Pallets



EDG-EZE

Cushioning protection for edges



We are seeking distributors throughout the U.S. for our proprietary products. Please call immediately if interested or visit booth 121 at NPTA.

reliable plastics inc.

Chimney Rock Road & Easy Street
Bound Brook, N.J. 08805
201-469-8686

line computer systems for industrial and fine paper distributors.

Contact: Al Pogalz, Marketing Representative 612-933-4200

SCOTT PAPER COMPANY

Booth 439, 440, 441

Scott Plaza One, Philadelphia, PA 19113

Scott Paper Company, with worldwide sales of $2.5 billion, is one of the world's leading manufacturers and marketers of paper products for the in-home and away-from-home (AFH) markets. The company's product philosophy is based on offering the best combination of quality, utility and price to end users. Included in Scott's AFH business are a wide range of paper products for the washroom, wiper and foodservice markets.

Contact: Michael D. Shackelford 215-522-6718

SEALRIGHT COMPANY, INC.

Booth 305

605 West 47th Street, Kansas City, MO 64112

Plastic coated paper Nestyle® containers in 8 oz., 12 oz., 16 oz., 32 oz., and half gallon sizes for: carry-out food containers, hospital specimen cups, fish bait containers, ice buckets, ice cream containers and cookie containers.

Contact: Arlen Kinville, Administrative Sales Manager 315-593-5311

SENTINEL FOAM PRODUCTS (DIV. OF PACKAGING INDUSTRIES GROUP, INC.)

Booth 300

130 North Street, Hyannis, MA 02601

A leading manufacturer of polyethylene foam and bubble internal packaging materials will be displaying the following items: roll stock, extruded plank, rounds and profiles, polylam, bubble and foam shipping bags, sentinel floppy disk shippers; complete line of electro-static-discharge protective packaging and work-station materials. Sentinel will be presenting their new Conference Room Marker/Copier Board and their new Retail Store Wrap & Pack Program.

Contact: Richard P. Giberti, National Sales Manager 617-775-5220

SINGLE SERVICE INSTITUTE

Booth 251

1025 Connecticut Avenue N.W.,
Washington, DC 20036

A 52 year old trade association that protects and promotes the use of foodservice disposables. Members are manufacturers and suppliers of raw materials. Aids distributors of paper and plastic disposables by supplying educational materials relating to member products.

Contact: Joseph W. Bow, Executive Vice President 202-347-0020

SOLO CUP COMPANY

Booth 417, 418

1505 East Main Street, Urbana, IL 61801

Manufacturers of disposable paper and plastic cups, containers, plates, and bowls. Product lines include water cups, cone soda cups, cold and big drink cups, medical cups, popcorn cups and tubs, french fry cups, hot drink cups, portion cups, cozy cups, clear cups, wrapped cups, paper plates, plastic plates and bowls and laminated foam plates and bowls.

Contact: John Beckwith, Corporate Sales Administration Manager 312-831-4800

SONOCO PRODUCTS COMPANY

Booth 129

P.O. Box 160, Hartsville, SC 29550

The largest domestic supplier of HMWPE Polysacks, with manufacturing facilities in Onset, MA and Santa Maria, CA. Comprehensive in-store support is available for conversion to plastic. New products include Produce Rolls and Dry Saks. For additional information conctact Sonoco 800-845-6051.

Contact: Sue L. Harris, Manager Sales Services 803-383-7869

SOUTHEASTERN PLASTICS/SAK ASSOCIATION OF AMERICA

Booth 265

15 Home New Row, New Brunswick, NJ 08901

Plastic grocery saks for supermarkets, garment bags on a roll for apparel industry, garment bags on a roll for retail industry.

Contact: Howard Leitstein, Vice President Sales 201-846-8500

SOUTHERN CHAMPION TRAY COMPANY

Booth 427

Compress Street, Chattanooga, TN 37405

Manufacturer of folding cartons and over 170 stock boxes, delivery in 35 states monthly on company pool trucks. Stock boxes include: bakery, automatic bakery window, donut, pizza (plain and stock print), food trays, patty/meat, popcorn, sausage and stationery. Custom carton manufacturing and printing.

Contact: Dave Deeg, Sales Manager 615-756-5121

SPRINGPRINT PAPER PRODUCTS COMPANY

Booth 412

504 W. Euclid Avenue, P.O. Box 659;
Springfield, OH 45501

Featuring a very broad line of stock and special print placemats, printed one to four colors. Our "Dollarwise" line printed on groundwood stock is also available for the economy minded. Also available are coasters, super-naps, traycovers and doilies. Our 1985 Holiday line will also be featured.

Contact: Robert E. Brant, Vice President Sales & Marketing 513-324-5633

STANDARD PAPER SOFTWARE MARKETING CORP.

Booth Bryant 1, 2

180 Lyman Street, Springfield, MA 01103

The Standard Paper SP/DP Distributor Package offers the most complete and effective software package for the paper distributor. SP/DP helps a paper distributor buy right, sell smart, and control investment. It helps manage pricing, increase gross trading margins up to 2-1/2% and can help cut inventory by up to 20%.

Contact: Edward L. Mazer, President 413-736-1910

STANDARD PAPER

SP/DP™ DISTRIBUTOR PACKAGE

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GENERAL MANAGER
OF ARROW PAPER
SOMERVILLE, MA

ARCHY PENNA
OWNER
OF ARROW PAPER
SOMERVILLE, MA

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I CARE HOW IT WORKS. It allows me to watch the pricing on ten salesmen. By monitoring price changes and pinpointing shaky pricing levels before invoicing, we have increased our GTM by several percentage points. We get our bills out faster, and close the month on time. Inventory forecasting helps me buy better, turn the inventory faster, and keep slow-moving items to a minimum. All without any in-house programmers or specially trained people.

I DON'T MUCH CARE HOW IT WORKS. I care about what it does. It has given us the tool we never had to control accounts receivable and contain inventory. Three months after we got the Qantel with the Standard Paper package we were out of the bank (for the first time ever), and since then have improved our cash flow by hundreds of thousands of dollars. Any owner can appreciate what that means, especially these days.

THE BOTTOM LINE?

As Robert puts it, "We paid for our Qantel system in less than 12 months with improved profits and efficiencies." With results like that it's easy to see how QANTEL is helping to bridge the generation gap.

STANDARD

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Call Ed Mazer at 413/736-1000
or write:

Standard Paper Software
Marketing Corp.
180 Lyman Street
Springfield, Mass. 01103

HARDWARE AND SOFTWARE FOR THE PROFIT MINDED PAPER DISTRIBUTOR

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GREAT FOR CLEANING "NO-WAX" FLOORS

Superior grease cutting formula ideal for floors and walls.
Janitor In A Drum is America's Industrial Strength Cleaner. Perfect for big, tough jobs like filthy floors–including no-wax, concrete and terrazzo. Great for tile and painted walls. Use diluted or full strength.

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HEAVY-DUTY LAUNDRY DETERGENT PLUS FABRIC SOFTENER

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texize

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STERLING PAPER COMPANY

Booth 308, 309

2155 E. Castor Avenue, Philadelphia, PA 19134

Boxes: cake, pastry, doughnut, pizza, sausage, steak, cookie, chicken, clothing; Trays: food, doughnut, carry-out, cheese; Pails: food and ice cream; Plates: bulk and packaged.

Contact: Suzanne S. Faigen, Vice President 215–744–5350

STEVENS & THOMPSON PAPER COMPANY

Booth 226

P.O. Box 206, Greenwich, NY 12834

Exhibiting our complete line of industrial bathroom tissues and towels. This will include their Valay Tissue and Buddy Towels. They will also feature a line of resale bathroom tissue and towels featured under their *Softspun* and *downy* labels.

Contact: John J. Meehan, Vice President, Sales 518–692–2211

STROUT PLASTICS, INC.

Booth 206

9611 James Avenue South,
Bloomington, MN 55431

Manufacturers of plain and printed low density polyethylene bags and film, including retail bags, draw-tape bags, die-cut handle bags, wicketed bags, perforated on a roll bags; construction film, institutional waste can liners, printed roll stock.

Contact: Vicki Hodgkinson, Sales Representative 612–881–8673 / 800–328–4556

STRUCTURED COMPUTER SYSTEMS, INC.

Booth 190

17 Talcott Notch Street, Farmington, CT 06032

Paper merchant distribution software Excalibur offers, order entry, inventory control, purchasing, sales analysis, accounts receivable, account payable, general ledger. Special

SBS MAKES GRIME EXTREMELY PROFITABLE.

The reasons are quite appealing. And attractive.

First, the SBS Total Skin Care Program offers you a quality line of lotions, creams and powders to keep hands and skin clean, medicated and protected.

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features: formal 10 bracket price book, quotation tracking, on-lie product specification library, support for terminals in customer locations, remote access by field salesmen.

Contact: Catherine M. Hoerle, Marketing Coordinator 203–677–0222

SUGAR BEET PRODUCTS COMPANY

Booth 269

302 Waller Street, Saginaw, MI

Manufacturer of complete line of skin care products. Product line includes waterless skin cleansers, protective hand soaps, lotion soaps and skin cleansers, medicated creams and lotion protective creams. Also a complete line of dispensers for these products.

Contact: Robert L. Blasko, Executive Vice President 517–799–4941

SUPERIOR PACKAGING INC.

Booth 191

324 So. Service Road, Melville, NY 11747

We will be exhibiting a full line of retail packaging products, gift, garment, jewelry and millinery boxes, etc. This line is set up to assist the distributor in the retail packaging field.

Contact: Robert J. Lovett, President 516–249–5500

TEXIZE

Booth 452, 453

P.O. Box 368, Greenville, SC

We are well known for its wide range of products—*Texize Spray Cleaner, Janitor In A Drum, Glass Plus, Wood Plus, Pine Power, K2R Spot-Lifter* —that effectively clean surfaces and materials of the modern world. Now, their time-tested performance gives you increased profit opportunities with economical commercial sizes.

Contact: Frances A. Whitten, Office Administrator 803–297–3400

TRINITY PAPER & PLASTICS CORP.

Booth 303

529 5th Avenue, New York, NY 10017

Point of purchase packaging: a. features the widest choice of paper bags and sacks along with the versatile Pull-Bag® Thick-Grip® test the durable triple thick handle, innovative and economical. We ofter the very best in carry-out packaging. b. T-Sacks® available in high/low density polyethylene. Also the Sturdi® retail line of trash bags. With this program, you can make excellent profits!

Contact: William Egan, Marketing Manager 212–687–1200

UNISET, INC.

Booth 448

9 Carlton Street, Wallingford, CT 06492

UniSet, Inc., formerly Oneway Tableware Products, Inc., manufactures "Permaware" flatware and tumblers and "Oneway Products." The Permaware line meets the USDA standards as reusable and offers an alternative to stainless steel and glassware. The Oneway products are medium and heavyweight disposable. This proudct line is full dinner size or luncheon size and is available in stocked colors—blue smoke, white and champagne. Custom colors are also available.

Contact: Phillip S. Dvorak, Sales/Marketing, 203–265–0700.

UNIVERSAL BUSINESS SYSTEMS, INC.

Booth Morgan 1

480 Lincoln Boulevard, Middlesex, NJ

The Paper Distributor System, "FACTS," was specifically designed to handle the unique requirements of the fine and industrial paper distributor. The package is extremely comprehensive. Its special features include direct and warehouse order tracking, ten bracket pricing, substitute products, bill and hold, cutting, pricing conversions, inventory conversions, detailed customer and product sales history, salesman stock inquiry, detail purchase history by product and vendor, automatic pricing, product scan inquiry, report generators and more. Come and see us, you won't be disappointed.

Contact: Christopher Raffo, Vice President, Marketing 201–469–6363

USER FRIENDLY ASSOCIATES, INC.

Booth 262

149 Palo de Oro Drive, Islamorada, FL 33036

User Friendly Associates, Inc. was created to span the identity and operational gap experienced by most user companies in data/computer products acquisition and distribution. U.F.A. holds trademark rights of User Friendly Outfitters and Liberty Bond. James E. Atherton, President has had a twenty-five year career that has spanned all aspects of paper, printing, business forms, packaging and computer products. He has served as a director of N.P.T.A. and International Business Forms Industries.

Contact: James E. Atherton, President 305-852-9722, 305-664-8100

WFR RIBBON CORP.

Booth 221

115 W. 18th Street, New York, NY 10011

Over 200 patterns of the finest quality all fabric ribbons in addition to a spectrum of colors in velvets, satins and laces.

Contact: Laura Leggiero, Product Service Manager 212-924-4675

WE PACKAGE IT

Booth 120

103 W. Bolivar, Sanger, TX 76266

Suppliers of the wholesale trade with small quantity, high quality gift packaging. Sources of product for "We Package It" are both domestic and foreign – including Crystal, Champion, Mid-Cities, Climax, Sample House, Milne Industries, and WPI. "We Package It" hot stamps and prints small quantities of packaging product.

Contact: Carol Evans, Manager 817-458-3310

WEBSTER INDUSTRIES, INC.

Booth 204

58 Pulaski Street, Peabody,, MA 01960

Webster Industries manufactures a variety of quality polyethelene products including: 2 ply can liners, industrial strength – extra heavy can liners, foodservice poly bags, zipper seal bags, lemon scented liners, red tint bags.

Contact: Peggy O'Connor, Sales Manager 800-225-0796 / 617-532-2000

WEBSTER PACKAGING

Booth 203

58 Pulaski Street, Peabody, MA 01960

We are a leading manufacturer of high density and low density retail packaging. This year, Webster is featuring their new Low Density product line which includes "color coordinated" patch handle, merchandise, and garment bags. Webster's new line is easy to sell and will be well received by your customers.

Contact: Roger Boyle, Product Manager 617-532-2000 / 1-800-343-2012.

WHITE MOP WRINGER COMPANY

Booth 224, 225

P.O. Box 277, Fultonville, NY 12072

Manufacturers of floor mopping equipment—plastic and metal buckets and wringers, floor squeegees, plastic and metal mop handles, dust pans, wet mopheads, carts and trucks. Metal waste receptacles—swing top and step-ons, sand urns and wastebaskets. Floor machines and burnishers and wet/dry vacuums.

Contact: Margaret Van Duynhoven, Director of Advertising 518-853-3451

WILKINSON MANUFACTURING COMPANY

Booth 444, 445

12th and Madison, Fort Calhoun, NE

Supplying service and economy with a complete line of aluminum containers for foodservice, restaurant, bakery and catering. Over 200 different stock items, new items, special packaging, dome and foil board combo packs, complete carryout line, school containers, steam tables, bakery containers, compartment trays and CaterServe® catering system.

Contact: Phil Castelnovo, Sales Manager 402-468-5511 Ext. 104

WINCHESTER CARTON CORP., A ROCK TENN CO.

Booth 157

P.O. Box 4098, Norcross, GA 30091

Folding carton products

Contact: Conrad Hill, Manager, Distribution Sales 404-448-2193

YAMAZAKI CORPORATION

Booth 127

Shinsaibashi Plaza Bldg. 3-12-9
Minami-Semba, Minami-Ku, Osaka,
Japan

Various door step mats; mops and wringers; dust-bins.

Contact: Hideaki Yamazaki, Executive Vice President 06-245-3531

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(305) 664-8100

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P.O. BOX 22206
HOUSTON, TX 77227
(713) 827-8191

PRODUCTS BY CATEGORY: A BUYERS GUIDE

BUSINESS PRODUCTS

AT&T Communications	264
Carew Positional Selling Systems, Inc.	249
DataCom, Inc.	430
Plymouth Rubber Company, Inc.	139
Sentinel Foam Products	300

COMPUTER PRODUCTS

C.P.I., Inc.	458
Dynamic Computer Systems, Inc.	149
Fabian Taping Dispenser Corp.	419
Hewlett-Packard Company	425
The Lockwood Association Inc.	179
Price Books, Inc.	253
Roadnet Systems Corporation	**Bryant 4**
Scientific Computers, Inc.	166
Sentinel Foam Products	300
Standard Paper Software Marketing	**Bryant 1**
Structured Computer Systems, Inc.	190
Universal Business Systems, Inc.	**Morgan 1**

FOOD SERVICE

A & E Plastics Inc.	158
ADCO Specialties Inc.	252
AMD Inc.	**Morgan 1**
Alcan Foil Products	159
Alfred Bleyer & Co., Inc.	259
American Cellophane & Plastic Films	143
Atlantic Mills, Inc.	205
Bagcraft Corp. of America	101
Beach Products	130
Beier & Company	171
Bulman Products, Inc.	155
Candle Corporation of America	400
Cellucap Manufacturing Company	16[illegible]
Chesapeake Fiber Pkg. Corp.	173
Chicopee	423
Clear Shield National, Inc.	246
Colgate Palmolive Company	449
Comet Products, Inc.	162
Commodore Plastics, Inc.	442
Crown Zellerbach	211
Dart Container Corporation	402
Disposable Products Company, Inc.	131
Douglas Stephen Plastics, Inc.	465
Drackett Products Company	175
Drackett Products Company (Dorex, Inc.)	247
Duni Corporation	436
Ekco Products, Inc.	132
Epco, Inc.	302
The Fonda Group Inc.	238
Fort Howard/Sweetheart	111
Franklin Disposables, Inc.	428
Freeman Paper Company	148
Gallos Plastics Corporation	464
Genpak Corporation/Polytherm Products	315
Handi-Kup Company	310
Heritage Bag Company	433
Imperial Cup Corporation	103
Industrial Fabricators Co., Inc.	409
Inline Plastics Corporation	447
Jet-Plastica Industries, Inc.	146
Kaiser Aluminum	407
Mobil Chemical Company	153
Mulco Industries, Inc.	431
Nice-Pak Products, Inc.	106
Nyman Mfg. Company	242
Plastics Inc.	241
Polar Plastics Ltd.	189
Polyvinyl Films Inc.	172
Portion Packaging Inc.	181
Robbie Manufacturing Inc.	306
Rockwell Chemical Inc.	**Morgan 5**
Sandusky Plastics, Inc.	213
Saneck International, Inc.	**Morgan 2**
San Jamar, Inc.	230
Sealright Company, Inc.	305
Single Service Institute	251
Solo Cup Company	417
Southeastern Plastics	265
Southern Champion Tray Company	427
Springprint Paper Products Company	412
Sterling Paper Company	308
UniSet, Inc.	448
Wilkinson Manufacturing Company	444

HEALTH CARE DISPOSABLES

ADCO Specialties Inc.	252
American Cellophane & Plastic Films	143
Armin Corporation	301
Atlantic Mills, Inc.	205
Beier & Company	171
Cellucap Manufacturing Company	160
Chemfirst/Tuffwear Corporation	410
Dart Container Corporation	402
Disposable Products Co., Inc.	131
Douglas Stephen Plastics, Inc.	465
Edet Nederland BV	**Bryant 5**
Franklin Disposables, Inc.	428
Freeman Paper Company	148
Gallos Plastics Corporation	464
Heritage Bag Company	433
Industrial Fabricators Company, Inc.	409
Jet/Plastica Industries, Inc.	146
Medical Disposables Company	271
Nice-Pak Products, Inc.	106
Portion Packaging Inc.	181
Sugar Beet Products Company	269

INDUSTRIAL PACKAGING

ABM Trading Company	123
APS Packaging Systems	229
Acme Foam Corporation	**Madison 2**
Alliance Rubber Company	450
Armin Corporation	301
Bagcraft Corp. of America	101
Bedford Industries	122
Beier & Company	171
Better Packages, Inc.	200
Boas Box Company	228
Bulman Products, Inc.	155
Canover Industries Inc.	460
Celloplast USA, Inc.	257
The Crowell Corporation	240
Cyklop Strapping Corporation	255
Fabian Taping Dispenser Corp.	419
Heritage Bag Company	433
I.R. Industries, Inc.	268
K.H. Industrial Sales Company	165
LPS Industries Inc.	168
Laminations Corporation	183
3M/Tape & Allied Products	164
Mack-Allied/Mack-Chicago Corp.	125
Mayan Converting, Inc.	446
Mobil Chemical Company	153
Mutual-Precision Company	414
Peacock Products	222
Plymouth Rubber Company, Inc.	139
Primepak	133
Reliable Plastics, Inc.	121
Robbie Manufacturing Inc.	306
Rockwell Chemical Inc.	**Morgan 5**
Saneck International, Inc.	**Morgan 2**
Sentinel Foam Products	300
Strout Plastics, Inc.	206

MATERIAL HANDLING PRODUCTS

Bulman Products, Inc.	155
Econoco Corporation	140
Marsh Stencil Machine Company	137

PRINTING PAPERS

ABM Trading Company	123
Artco Converters	461
Auto-Graphics, Inc.	406
Pomco Graphics Inc.	152
Price Books, Inc.	253

RETAIL PACKAGING

A & E Plastics Inc.	158
APS Packaging Systems	229

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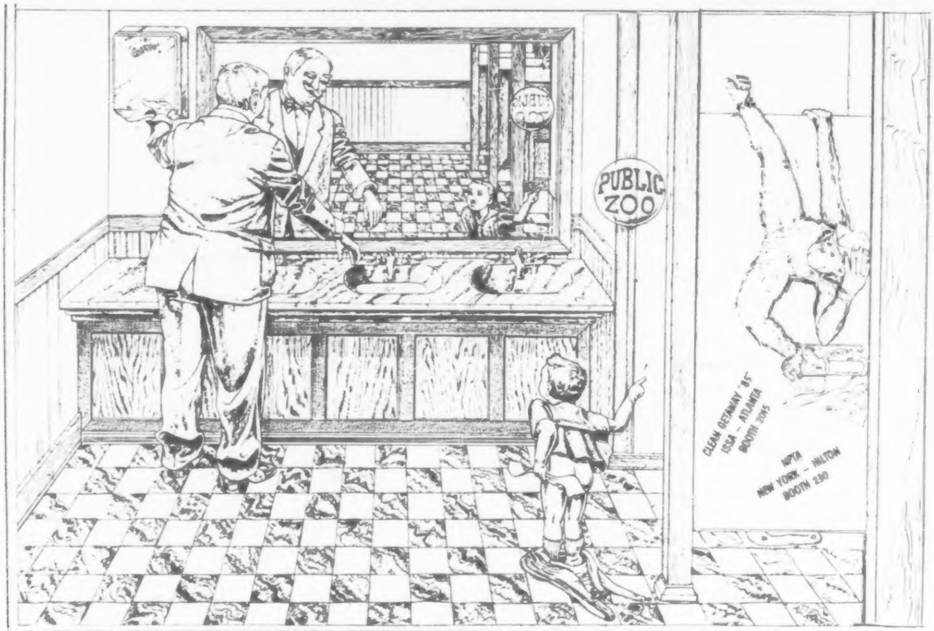
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Amko Plastics Inc.	150
Bagcraft Corp. of America	101
Beier & Company	171
Berwick Industries, Inc.	207
Boas Box Company	228
Bulman Products, Inc.	155
Canover Industries Inc.	460
Catty Corporation	466
Champion International Corporation	420
Chesapeake Fiber Pkg. Corp.	173
Ben Clements & Sons, Inc.	134
Coastline Packaging, Inc.	443
Commodore Plastics, Inc.	442
Continental Extrusion Corporation	231
The Crystal Tissue Company	119
Douglas Stephen Plastics, Inc.	465
Duro Paper Bag Mfg. Company	100
Econoco Corporation	140
Gallos Plastics Corporation	464
Eddie Goodman Company, Inc.	413
Equality/Stribbons	167
Formosa Taffeta Co., Ltd	Madison 6
Genpak Corporation/Polytherm Products	315
R.J. Lachman Inc.	128
Longview Fibre Company	156
3M/Tape & Allied Products	164
Midwest Film Corporation	244
Mobil Chemical Company	153
Odyssey Packaging, Inc.	254
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Plymouth Rubber Company, Inc.	139
Portion Packaging Inc.	181
Primepak	133
Regal Poly-Pak	313
Rockwell Chemical Inc.	Morgan 5
Sentinel Foam Products	300
Sonoco Products Company	129
Southeastern Plastics	265
Southern Champion Tray Company	427
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American Cellophane & Plastic Films	143
Americo Manufacturing Company, Inc.	201
Atlantic Mills, Inc.	205
Barrier Industries, Inc.	438
Beier & Company	171
Carroll Company	422
Cellucap Manufacturing Company	160
Chicopee	423
Clark Paper Converting Corp.	202
Colgate Palmolive Company	449
Crown Zellerbach	211
Disposable Products Company, Inc.	131
Drackett Products Company (Dorex, Inc.)	247
Eco-Line, Division of Economics Laboratory, Inc.	188
Edet Nederland BV	Bryant 5
EPIC Industries	210
Erving Paper Mills	107
Flitz International, LTD.	405
Fort Howard/Sweetheart	111
Franklin Disposables Inc.	428
General Plastics Corporation	Bryant 3
Go-Jo Industries, Inc.	126
Heritage Bag Company	433
Hospital Speciality Company	124
Industrial Fabricators Company, Inc.	409
Marcal Paper Mills, Inc.	219
Maryland Plastics, Inc.	304
Mobil Chemical Company	153
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Rochester Midland Corporation	116
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Scott Paper Company	439
Stevens & Thompson Paper Company	226
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Yamazaki Corporation	127

OTHER

AT&T Communications	264
Auto-Graphics, Inc.	406
Carew Positional Selling Systems, Inc.	249
Chesapeake Fiber Pkg. Corp.	173
Decker Tape Products Co.	182
Hygrade Lamp Company	467
Manufacturers Representatives of America	263
Marvel Lighting Corporation	451
Profiles International Inc.	270
San Jamar, Inc.	230
Sugar Beet Products Company	269
Southeastern Plastics	265
Trinity Paper & Plastics Corp.	303

OFFICIAL LIST OF HOSPITALITY SUITES AT NPTA CONVENTION

The following list of companies will be hosting Convention attendees at hospitality suites during the NPTA Annual Convention and Exposition. in addition to the company listing the hotel, arrival and departure dates are shown plus their key people.

Details on those exhibitors holding hospitality suites may be found in the Exhibitor section. **All Exhibitors have hospitality suites at the New York Hilton Hotel and their suites will be in operation all Convention days unless otherwise noted.**

A & E Plastics, Inc.
See Exhibitor Listing

Affiliated Paper Companies
P.O. Drawer 31
Tuscaloosa, AL 35402
205-345-4180
Hilton: Fri/Tues
Robert E. Keith, president
Jack L. Mathews, vice president/sales

AGP/Gentech Inc.
531 N. Stiles St.
Linden, NJ 07036
201-925-0900
Hilton: Sat/Tues
Carl Glickman, president
David Perlmutter, chairman

Alcan Foil Products
Sheraton Centre: Fri/Tues
See Exhibitor Listing

American Cellophane & Plastic Films
See Exhibitor Listing

American Paper Conv. Daily
P.O. Drawer 795
Park Ridge, IL 60068
312-823-3145
Sheraton Centre: Fri/Mon
Martha Adams, sales rep
Louise Cowan, editor

American Tissue Co.
185 Price Parkway
Farmingdale, NY 11735
516-732-3000
Hilton: Fri/Mon
Larry Roseman
Jim Begley

Ametek Microfoam Div.
265 Rte 202
Chadds Ford, PA 19317
215-358-1180
Hilton: Fri/Mon
Herman C. Koch
Norris Francis

Amko Plastics Inc.
See Exhibitor Listing

Amoco Foam Products Company
415 Geneva Place
Wheaton, IL 60187
312-665-5337
Hilton: Fri/Tues
Jack Krause
John Giroux
John Finchum

Anchor Industries Inc.
1831 Avenue H
St. Louis, MO 63125
314-544-3900
Hilton: Fri/Tues
C. W. Cassidy, president
Gary J. Scherer, vice president-sales

Appelton Papers Inc.
P.O. Box 359
Appleton, WI 54912
414-735-8760
Sheraton Centre: Sat/Tues
John Turner, president
Dan McIntosh, vice president marketing

Aussedat Rey
B.P. 05
78140 Velizy Villacoublay
France
630-21-55
Hilton: Fri/Tues
Marc LeClerc
C. DePoly

Bagcraft Corporation of America
See Exhibitor Listing

Bay West Paper Co.
P.O. Box 10568
Green Bay, WI 54307
414-494-8731
Hilton: Fri/Tues
Jack Broeren, vice president & general manager
Michael Wildenberg, vice president of sales & marketing

Berwick Industries, Inc.
See Exhibitor Listing

Boise Cascade Paper Group
1510 Lunt Avenue
Elk Grove Village, IL 60007
312-439-4414
Sheraton Centre: Sat/Tues
Graham L. Covington
Thomas A. Drouin

Boise Cascade-Missisquoi Products Div.
1455 Broad Street
Bloomfield, NJ 07003
201-338-0380
Sheraton: Sat/Tues
John Murphy
John Klug

Boxit Corp.
5555 Walworth Avenue
Cleveland, OH 44102
216-631-6900
Warwick: Fri/Tues
Harvey Weisman, president
Don Andre, sales/marketing manager

Brown Paper Goods Company
P.O. Box 128
Libertyville, IL 60048
312-362-1450

Warwick: Fri/Mon
Allen Mons, president
Peter Luthy, sales manager

Capital Consolidated Inc.
P.O. Box 1981
Indianapolis, IN 46206
317-898-2320
Hilton: Sat/Mon
Jim VonDeylen, midwest region manager
Bob Bogan, Evansville branch manager

Carew Positional Selling
See Exhibitor Listing

Carpenter Paper Co.
815 Harney
Omaha, NE 68102
402-341-0266
Warwick: Sun/Tues
Robert Byrne
K. D. Summers

Carson Collection
1341 West Broad Street
Stratford, CT 06497
203-378-0123
Sheraton: Sat/Mon
Ernest Paqliaro, Jr.

Central Paper Co.
P.O. Box 330
Menasha, WI 54952
414-725-4335
Sheraton Centre: Fri/Tues
John R. Powers, president
Raymond R. Vales, director of sales

Clear Shield National
See Exhibitor Listing

Climax Mfg. Co.
Climax Street
Castorland, NY 13620
315-493-3390
Warwick: Sat/Tues
J.D. LaPlant, marketing manager
S. Horwitz, vice president sales

Comet Products Inc.
See Exhibitor Listing

Computer Systems Design
3505 Ellicott Mills Dr.
Ellicott City, MD 21043
301-461-2411
Sheraton: Sun/Mon
James J. McCusker
J. Slough

Consolidated Papers Inc.
Suite 3600
200 West Madison Street
Chicago, IL 60606
312-781-0200
Sheraton Centre: Sat/Tues
L. H. Boling, president
P. A. Hanson, national merchants sales manager

Consumer Plastics Corp.
625 W. Columbian Blvd.
Litchfield, IL 62056
217-324-3921
Sheraton: Fri/Mon
Terry Bowen

Coral Paper Co.
3500 NW 125th Street
Miami, FL 33167
305-685-5954
Sheraton: Sun/Tues
Roberta Perez, vice president
Pedrom Ramirez, vice president
Manuel Castro

Crowell Corp., The
See Exhibitor Listing

Crown Zellerbach Corp.
See Exhibitor Listing

Crown Zellerbach Corp.
9233 Ward Parkway Ste 375
Kansas City, MO 64114-3333
816-444-4400
Hilton: Fri/Tues
John P. Kilty, general manager
Tom Stamnes, general sales manager

Crystal Tissue Company, The
See Exhibitor Listing

Dart Container Company
See Exhibitor Listing

Delta Paper Company
4272 Wissahickon Avenue
Philadelphia, PA 19129
215-226-6700
Hilton: Fri/Tues
William Bregman, President
Arnold Marinelli, general sales manager

Dixie Bag Co.
P.O. Box 87118
College Park, GA 30337
404-997-4555
Hilton: Fri/Tues
K. Terry Dornbush

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Glendale, NY 10385
(718) 897-8000

Dixie Marathon
P.O. 6000
Norwalk, CT 06856
203-854-2365
Hilton: Sat/Wed
Cecile Crow, director, sales development
Jim Fish, director, Dixie/Marathon distributor sales

Domtar Industries Inc.
600 Summer Street
Stamford, CT 06901
203-359-1160
Hilton: Sat/Tues
Joseph L. Potvin, marketing manager
W. E. Kemmett
P. J. Beichert

Druth Packaging Co.
73-33 Woodhaven Blvd.
Glendale, NY 11385
718-897-8000
Hilton: Sat/Tues
Ron Stec, chairman of the board
Angelo Minotis, president

Dubin Paper Co.
1910 S. Delaware Ave.
Philadelphia, PA 19148
215-462-7900
Sheraton: Fri/Mon
Burton Dubin

Duro Paper Bag Mfg. Company
See Exhibitor Listing

Eastern Bag & Paper Co.
459 Iranistan Ave.
Bridgeport, CT 06604
203-334-4111
Hilton: Sat/Mon
Mrs. Louise Baum

Eastern Fine Paper Inc.
P.O. Box 129
Brewer, ME 04412
207-989-7070
Hilton: Fri/Tues
Bruce B. Hamilton, president
Jackson A. Libby, vice president sales

Ekco Products Inc.
See Exhibitor Listing

Erving Paper Mills
See Exhibitor Listing

Finch Pruyn & Company Inc.
One Glen St
Glen Falls, NY 12801
518-793-2541
Warwick: Sun/Tues
John R. Buchanan, vice president, sales
Joseph J. Tonello, field sales manager

Flower City Tissue Mills Co.
P.O. Box 13497
Rochester, NY 14613-0497
716-458-9200
Hilton: Sat/Wed
William Shafer, III, president
Leonard Myers, treasurer

Form Fit Plastics
100 Pleasant Street
Dracut, MA 01826
617-957-2943
Sheraton: Fri/Tues
Mr. David Thrope, national sales manager
Lee Bishoff, general manager

Formosa Taffeta Co. Ltd.
Sheraton: Fri/Mon
See Exhibitor Listing

Fort Howard Paper Company
See Exhibitor Listing

Fortune Plastics
P.O. Box 637
Old Saybrook, CT 06415
203-388-3426
Hilton: Fri/Mon
William E. Tucker, president
William E. Tucker, Jr. sales manager

Fox River Paper Co.
P.O. Box 2215
Appleton, WI 54913
414-733-7341
Hilton: Sat/Tues
Oakie L. Sallee, vice president, sales & marketing
Patricia A. Wier, vice president, marketing

Franklin Disposables
See Exhibitor Listing

Fraser Paper Ltd.
P.O. Box 10055
Stamford, CT 06904
203-359-2544
Sheraton: Sun/Tues
Leo Berinati
Tom Gerard

S. Freedman & Sons Inc.
3322 Pennsy Drive
Landover, MD 20785
301-322-5000

Hilton: Sat/Tues
Herbert F. Sacks
Mark Freedman

Freeman Paper Co.
See Exhibitor Listing

French Paper Company
P.O. Box 398
Niles, MI 49120
616-683-1100
Warwick: Sat/Tues
J. E. French, chairman & c.e.o.
Bruce R. Bigford, president

General Plastics Corp.
See Exhibitor Listing

Georgia-Pacific Corp.
320 Post Road
Darien, CT 06820
203-655-1100
Hilton: Sat/Tues
A. E. (Bud) Ericksen, division manager
Bob Carter, director of sales

Gilman Paper Co.
One Blue Hill Plaza
Pearl River, NY 10965
914-735-2320
Sheraton Centre: Sat/Tues
Richard P. Haggerty, executive vice president
Kenneth Haggerty, vice president

P. H. Glatfelter Co.
99 Morris Avenue
Springfield, NJ 07081
201-467-2933
Sheraton Centre: Sun/Wed
Robert H. Boyer, vice president, sales
Edward J. Gillis, general sales manager

G. B. Goldman Paper Co.
2201 E. Allegheny Avenue
Philadelphia, PA 19134
215-423-8600
Hilton: Fri/Tues
Mervyn M. Golder, president
Robert B. Golder, executive vice president

Hammermill Papers Group
East Lake Road
Erie, PA 16533
814-456-8811
Sheraton Centre: Sat/Tues
Peter G. Volanakis, president-Hammermill group
Robert F. Meyer, executive vice president

Handi-Kup Company
See Exhibitor Listing

Handy Wacks Corp.
P.O. Box 26
Sparta, MI 49345
616-887-8268
Hilton: Fri/Wed
H. B. "Hank" Fairchild III, president
Marcia J. Fairchild, executive vice president

Harcourt Brace Jovanovich Pub.
747 Third Avenue
New York, NY 10017
212-418-4146
Hilton: Fri/Tues
Diane Fairbanks, production manager
Geri Brownstein, midwest rep.

Heritage Bag Co.
Sheraton: Fri/Tues
See Exhibitor Listing

Hilex Poly Company
6049 East Slauson Ave.
Los Angeles, CA 90040
213-726-0909
Hilton: Fri/Tues
Sheldon Kritzer, executive vice president

Himolene Sales Company
Suite 280
23440 Hawthorne Blvd.
Torrance, CA 90505
213-373-0384
Hilton: Fri/Tues
Mark E. Daniels, president
Frank J. DeAgostine, vice president

Hoffmaster Company Inc.
2920 North Main Street
Oshkosh, WI 54901
414-235-9330
Hilton: Fri/Tues
T. J. Hoffmaster, president
David A. Sweeterman, sr. vp, sales/marketing

Holland Mfg. Company
15 Main Street
Succasunna, NJ 07876
201-584-8141
Sheraton Centre: Fri/Tues
Jack W. Holland, president
John A. Holland, executive vice president

Howard Paper Mills Inc.
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CHAIRMAN'S CORNER

"CABBAGES AND KINGS"

"The time has come," the walrus said, "to speak of many things." My term as Chairman comes to an end during this Convention, but I'll not bore you with a recitation of the Association's accomplishments this past year. Suffice it to say that the size of this issue of MN tells you that progress is being made. For the first time ever, we ran out of booth space and had to turn down some companies wanting to exhibit.

We have changed the Convention format somewhat in response to your input. The Chairman's Luncheon was moved from Tuesday back to Monday so it wouldn't be on the breakup day. The General Business Session, in turn, was moved to Sunday at 10:00 a.m. John McDevitt, chief economist for 3M, and George Plimpton, "The Paper Tiger," will speak.

At the Chairman's Luncheon on Monday, we will honor this year's Stanley O. Styles Award recipient, Al Duval of Hammermill, and listen to Dr. Henry Kissinger.

A Blue-Ribbon Committee is being formed by NPTA to study further our Convention format and to make recommendations to our Board of Directors for any further changes that you the membership suggest would improve and enhance your Convention attendance. If any of you have suggestions to make, we invite you to write us a note, call us up, or buttonhole us. All the directors and staff members welcome this.

My last appearance in this column must include a sincere thank you to all the committee members, directors, and staff members who work so very hard to keep NPTA a vital forum for our industry. The next year I continue on the Executive Committee and then, after ten enjoyable years as committee member, Director, and Officer, I am off to the "wax works."

1986 will see the NPTA Convention in Boston. The Boston Paper Trade Association was founded in 1886, making it the oldest continuing trade organization in the paper industry. We are delighted that our Convention will highlight their Centennial celebration. As a Bostonian, I'm particularly pleased that you will be coming to New England. Many of you have told me it will be your first trip or your spouse's first trip, and that you plan to take some vacation days and do some exploring.

Frank J. Viegas, NPTA Chairman

Industrial Fabricators Co Inc
See Exhibitor Listing

Inline Plastics Corp.
See Exhibitor Listing

International Stemware Co.
20520 Charlton Square
Southfield, MI 48076
416-676-9321
Sheraton: Sat/Mon
Frank Singer
Klaus Tautrims

IPAC
150 No. Santa Anita Ave.
Arcadia, CA 91006
818-445-2858
Warwick: Sat/Tues
R. D. Liska
M. F. de la Cuesta

IVEX Corp.
2222 Post Oak #402
Houston, TX 77056
713-961-4062
Sheraton: Sat/Tues
Lee F. McGuiness, vice president merchant sales
Jim McCarty, president
Larry Austin, product manager health care & food service

James River Corp.
2 University Plaza
Hackensack, NJ 07601
201-487-6400
Warwick: Sat/Tues
Steve Parker, vice president, general manager
Denzel Hankinson, vice president sales

James River Corp.
2 University Plaza
Hackensack, NJ 07601
201-487-6400
Warwick: Sat/Tues
Eugene Coder

James River Corp.-KVP Group
100 Island Avenue
Parchment, MI 49004
616-384-6251
Hilton: Fri/Tues
Louis McGuire

Jet/Plastica Industries, Inc.
See Exhibitor Listing

Jiffy Packaging
560 Central Avenue
Murray Hill, NJ 07974
201-665-2200
Hilton: Sat/Tues
Ingvar Tornberg, CEO
John Boyne, president
Dale Wormwood, executive vice president

Kaiser Aluminum Co.
See Exhibitor Listing

Karolton Envelope
1400 Holcomb Bridge Road
Roswell, GA 30076
404-587-8739
Sheraton: Fri/Tues
Bruce Nolop, president
John Werth, gen. sls. mgr.

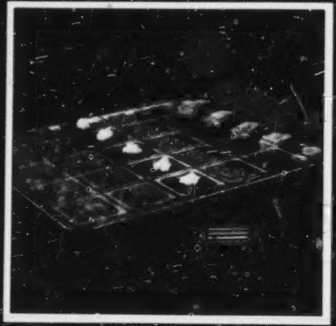
Kieffer Paper Mills Inc.
1220 West Spring Street
Brownstown, IN 47220
812-358-4150
Hilton: Sat/Mon
Bob Tulledge, vice president, sales
Dave Vannatta, field sales manager

Kimberly Clark Corp.
1400 Holcomb Bridge Road
Roswell, GA 30076
404-587-8532
Hilton: Fri/Tues
G. A. Zins, president
R. L. Renz, general sales manager

Kimberly Clark Corp.
1400 Holcomb Bridge Rd.
Roswell, GA 30076
404-587-8681
Sheraton Centre: Sat/Tues
Donald B. Cox

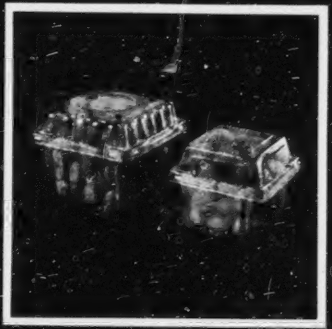
Leader Cards, Inc.
935 South 5th Avenue
Milwaukee, WI 53204
414-645-5760
Hilton: Sat/Tues
Scott Wilke, vice president
Mel Wasco, sales manager

The secrets to the success of IVEX



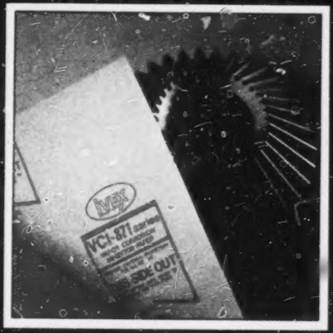
Offer vs Serve

Single face corrugated

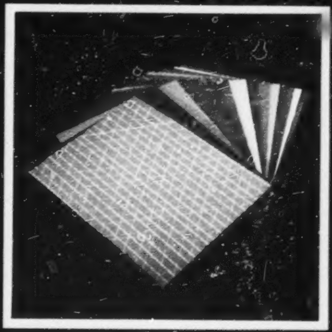


Fresh-Pak pt. and qt.

Fresh-Pak Deli



VCI papers



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Joseph Dyer, vice president marketing
Gary White
Ken Watson

Longview Fibre Company
See Exhibitor Listing

LPS Industries, Inc
See Exhibitor Listing

3M Company
See Exhibitor Listing

Mactac
4560 Darrow Road
Stow, OH 44224
216-688-1111
Hilton: Sat/Tues
Blake Hooper, chairman-CEO
Robert Minarik, president

Marcal Paper Mills, Inc
Warwick: Sat/Tues
See Exhibitor Listing

Maryland Plastics, Inc.
See Exhibitor Listing

Mobil Chemical Company Plastic Packaging Division
See Exhibitor Listing

D. F. Munroe Company
351 Middlesex Avenue
Wilmington, MA 01887
617-944-4750
Hilton: Sun/Tues
David F. Blackman, chairman of the board
Arthur W. Anderson, president

Nashua Corp
44 Franklin Street
Nashua, NH 03061
603-880-2323
Sheraton: Sat/Tues
John Barnes, vice president
Donald Hunter, general manager

National Alliance Distributing Co.
205 No. 6th Street
Saddle Brook, NJ 07662
201-845-6464
Hilton: Fri/Mon
Albert R. Lasher, president

National Poly Products Co.
P.O. Box 1180
Mankato, MN 56001
612-560-8370
Sheraton: Fri/Mon
Neil Smeaton, sales manager
John Stenger, production manager

Nekoosa Papers Inc.
100 Wisconsin River Drive
Port Edwards, WI 54469
715-887-5052
Sheraton: Sun/Tues
Richard Weymouth, vice president marketing
James G. Crump, President
J. DuPree, sales manager

Newton Falls Paper Mills
P.O. Box 253
Newton Falls, NY 13666
315-848-3321
Hilton: Sun/Tues
John Foley
Ronald Miller

New York/National Envelope Co.
29-10 Hunters Point Avenue
Long Island City, NY 1101
718-786-0300
Hilton: Sat/Tues
Stanley W. Carpenter, vice president marketing
E. J. Butler, sales representative

Niagara Envelope Co., Inc.
701 Seneca Street
Buffalo, NY 14210
716-854-8251
Sheraton Centre: Sat/Tues
Frederick S. Pierce (Buffalo), president
Frederick G. Pierce, II (Chicago), general manager

Nyman Manufacturing Co.
See Exhibitor Listing

Paper & Twine Journal
540 Ocean Parkway
Brooklyn, NY 11218
718-435-4545
Hilton: Fri/Mon
Ethel Spevack
Donald Sandler

Paper Manufacturers Company
9800 Bustleton Avenue
Philadelphia, PA 19115
215-673-4500
Hilton: Sun/Tues
Donald F. O'Neill, president
William J. Fecht, vice president

Penntech Papers Inc.
3 Barker Avenue
White Plains, NY 10601
914-997-1600
Hilton: Fri/Tues
M. J. Dodge, vice president marketing
Don Mercker, New York merchant sales

Pentair Inc.
310 Madison Avenue
New York, NY 10017
212-599-1164
Sheraton Centre: Sat/Tues
D. E. Nugent, president & CEO
S. A. Johnson, executive vice president

Pioneer Gift Wrap
See Exhibitor Listing

Plainwell Paper Co.
200 Allegan Street
Plainwell, MI 49080
616-685-5851
Sheraton: Sat/Tues
Donald Ulsh

Polar Plastics, Ltd.
See Exhibitor Listing

Polyvinyl Films
See Exhibitor Listing

Portion Packaging Inc.
See Exhibitor Listing

Potlatch Corp. NWPD
35 Mason Street
Greenwich, CT 06830
203-622-1297
Hilton: Sat/Tues
Edwin F. Erickson, vice president
Patrick R. Norha, division vice president marketing

Potsdam Paper Mills
P.O. Box 19100
Green Bay, WI 54307-9100
414-494-3448
Sheraton: Sat/Tues
Harold J. Bergman, executive vice president
William G. Woltjen, general sales manager

Presto Adhesive Paper Co.
10400 Danner Drive
Streetsboro, OH 44240
216-562-8555
Sheraton: Sat/Tues
Karen R. Peters, divisional vice president marketing/sales
George Kramer, manufacturing representative

Jack Wilson, manufacturing representative

Primepak Company
See Exhibitor Listing

Professions Unlimited, Inc.
10999 Reed Hartman Hwy.
Cincinnati, OH 45242
513-793-5531
Hilton: Fri/Tues
Carl Coco
Phil Gross
Chris Massey

Regal Poly-Pak
See Exhibitor List

Ris Paper Co.
1225 Franklin Ave
Ste 280
Garden City, NY 11530
516-742-2424
Warwick: Sat/Tues
B. W. Krieger
F. Lombino
T. Walden

Rising Paper Company
Park Street
Housatonic, MA 02136
413-274-3345
Sheraton: Sat/Tues
Peter Della Luna, president

Rixie Paper Products
P.O. Box 155
Stowe, PA 19464
215-323-9220
Hilton: Fri/Mon
Harold Krasnick, president
Gregory Krasnick, vice president sales

Robbie Manufacturing Co.
See Exhibitor Listing

Royal Paper Products Co.
P.O. Box 151
Coatesville, PA 19320
215-384-3400
Hilton: Sat/Tues
Kurt Strauss, chairman of the board
Barry Milberg, president

S. B. Schmidt Paper Co.
1020 E. 146th Street
Burnsville, MD 55337
612-431-6336
Sheraton: Sat/Tues
Stan Schmidt, president
Dan Colvin, vice president
Scott Forsberg, account mgr.

Scientific Computers, Inc.
See Exhibitor Listing

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Jack Dodge
Patty Owen
Jane Feiner
Jim Paladino
Don Mercker
Ernie Sackett
Ralph Tippet

White Plains, NY ■ Johnsonburg, PA

Scott Paper Company
See Exhibitor Listing

Sentinel Foam Products
See Exhibitor Listing

Shuford Mills Inc.
Tape Division
P.O. Box 1530
Hickory, NC 28603
704-322-2700
Hilton: Sat/Mon
Glenn Hilton, vice president & general manager
Dave Taylor, vice president sales & marketing

Sidco Paper Co.
499 East Tioga St.
Philadelphia, PA 19134
215-426-9500
Sheraton: Sat/Tues
Herbert Barnett
Richard Fried

Sierra Sales Company
125 Gaither Dr.
Mt. Laurel, NJ 08054
609-234-2800
Sheraton: Sat/Mon
Ted Worral
Wendy Finn

Simon Miller Sales
1218 Chestnut Street
Philadelphia, PA 19107
215-923-3600
Hilton: Sat/Tues
Henri Levitt
Joseph Levitt

Solo Cup Company
See Exhibitor Listing

Star Forms Inc.
P.O. Box 8801
Moline, IL 61265
309-797-1389
Hilton: Sat/Tues
Jan Maczuba, vice president/sales
Craig Kessler, national accounts sales manager

Sterling Paper Co.
See Exhibitor Listing

Stevens & Thompson Paper Co.
See Exhibitor Listing

Sugar Beet Products Co.
See Exhibitor Listing

Sweetheart Div. Ft. Howard
See Exhibitor Listing

Tape Inc.
P.O. Box 11067
Green Bay, WI 54307
414-499-0601
Hilton: Fri/Tues
Rod DeSpirito, president
Del Connors, senior vice president

Teledyne Sterling Hunt
P.O. Box 157
So. Dartmouth, MA 02748
617-999-4446
Hilton: Fri/Mon
Steven D. Romsey, vice president
John M. Byrne, eastern divisional sales manager

Texize
See Exhibitor Listing

Tuck Tape Inc.
One Lefevre Lane
New Rochelle, NY 10801
914-235-1000
Hilton: Sat/Mon
Austin Iodice, president
Dave Krassner, vice president industrial products

The United Group
3 Bancroft Circle
P.O. Box 4783
Monroe, LA 71211
318-387-9676
Hilton: Fri/Tues
James R. Gardner, president
Susan G. Vinson, executive vice president

United Paper Company
P.O. Box 399
Sturgis, MI 49091
616-651-2337
Sheraton: Fri/Tues
Terry Mildenberg, president
Charlie Schmidt, sales manager

United Plastic Products
109 N. Duncan Road
Champaign, IL 61821
1-217-359-5400
Hilton: Sat/Tues
Robert Smith, vice president sales & marketing
Zella Rebmann, sales manager

User Friendly Associates Inc.
See Exhibitor Listing

Walden-Mott Corp.
475 Kinderkamack Road
Oradell, NJ 07649
201-261-2630
Hilton: Fri/Tues
Alfred Walden
Charles Walden

Webster Industries Inc.
See Exhibitor Listing

Webster Packaging
See Exhibitor Listing

Wilkinson Manufacturing Co.
See Exhibitor Listing

Williamhouse Sales Corp.
28 West 23rd Street
New York, NY 10010
212-581-2000
Sheraton Centre: Sat/Tues
Saul Olzman, chairman of the board (Williamshouse-Regency, Inc.)
Norman Hamer, president (Williamshouse Sales)

Wisconsin Tissue Mills
P.O. Box 489
Menasha, WI 54952
414-725-7031
Hilton: Fri/Mon
George Mueller, president
Sal Cianciola, executive vice president

Y-Not Better Papers
P.O. Box 400669
Dallas, TX 75240
214-233-1832
Hilton: Fri/Tues
Dan Creson, Sr.
Dan Creson, Jr.

LAST MINUTE ADDITIONS

Admiral Folding Box Co.
102 Pleasant Valley St.
Methuen, MA 01844
617-685-0333
Hilton: Sat/Mon
Sidney R. Feinstein
James Goldman

Duni Corporation
See Exhibitor Listing

Genpak Corp.
Sheraton: Fri/Mon
See Exhibitor Listing

Gordon Paper Co.
494 So. Riverview Dr.
Totowa, NJ 07512
201-785-4404
Sheraton: Sat/Mon
D. Gordon
T. Gordon

Guest Supply Inc.
720 U.S. Highway #1
No. Brunswick, NJ 08902
201-246-3011
Sheraton: Fri/Tues.
George Beier
R. Todd

Imperial Cup Company
Sheraton: Sat/Mon
See Exhibitor Listing

Leykam-Murztaler Paper Mills
Landsberger Strasse 80
4300 Essen-Kettwig
Germany
Sheraton: Sat/Tues
Dr. Dieter Classen

Proctecto Inc.
20470 Walnut Drive
Walnut, CA 91789
800-421-3443
Sheraton: Sat/Tues
Gene Willoughby
D. Stucker

Sealed Air Corp.
Old Sherman Turnpike
Danbury, CT 06810
203-792-2360
Hilton: Sat/Mon
Sheraton: Sat/Mon
Jim Mix

try groups have felt strongly that a different legislative strategy would have a better opportunity for success, states PIA.

It should be noted that any extension of the Manufacturing Clause will be an uphill battle, reports PIA. The opponents of the Manufacturing Clause continue to have the same opposition as existed in 1981 and 1982. Likewise the Reagan administration is once again expected to oppose continuation of the Manufacturing Clause. These obstacles combined with the overall difficulty of having any legislation passed in Congress put the odds heavily against continuation of the Clause, PIA reported.

INDUSTRIAL PAPER

CONSUMERS WILLING TO TRADE MONEY FOR TIME

In the realm of convenience packaging and fast food, the thinking on the part of marketers is that the public is becoming more willing to shell out a few extra cents to save time. According to a report in a recent issue of the *Wall Street Journal*, it was reported that consumers are willing to pay extra for anything that helps them "get control of their lives."

What is easier...is best. Or, at least that is the current thinking. Paying premiums for easy to use products is perferrable these days, reports the *Journal*. Working women "object to spending more than 30 minutes preparing a meal" says the Good Housekeeping Institute.

The accent is on ease and speed. With the growth of fast food outlets (and the *Journal* says that only 30% of all meals are cooked at home for the whole family anyway), preparing "fast food" at home is becoming more commonplace. Microwave ovens, brown-and-serve, frozen this-and-that, pre-mixed, pre-measured, pour-and-bake, etc., etc. are all calling attention to the food service disposables market.

More disposables are finding their way into America's kitchens. At first, they arrived only in the form of take-out hamberger bags, fried chicken boxes and chinese food cartons. Back yard barbecues gave greater acceptance to paper disposables and their use around the house. Now, attractive paper and plastic food containers, drink ware and utensils are in homes around the country and marketers feel they are there to stay.

SAVE WATER—USE DISPOSABLES

A program to save water by using disposables was the subject of a recent feature on Cable News Network (CNN). New York City's Federal Building switched from using permanent ware to disposables in its cafeteria as a result of a continuing water shortage, report the Single Service Institute (SSI).

The building is the second largest federal office building in the world, with approximately 15,000 people. The cafeteria serves over 3,000 meals each day. A spokesman for the building reported that city water was also being saved by using bottled water rather than city water for coffee, tea, and water service.

The city's Department of Environmental Protection will be using the SSI brochure "Water—Here's A Way To Save It" as part of its water conservation education program. 44,000 brochures have been ordered for distribution to businesses and institutions.

A Stage 3 Drought Emergency was declared in New York City on July 10. Among the restrictions for businesses are the requirements to reduce water for central air conditioning, to cool buildings no lower than 78 degrees Farenheit. Reservoirs that supply New York City are at 53%, compared to a normal 90%.

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NPTA OFFERS TWO NEW INSURANCE PROGRAMS

An eruption of tremendous burdens on industry in the area of product liability insurance, coupled with overnight rate increases of as much as 1,000% for business, prompted the National Association of Wholesaler-Distributors (NAW) to take action the result of which now enables NPTA in cooperation with NAW, to offer its distributor members an extremely competitive program of business insurance.

NAW turned its attention early on to the problems of product liability insurance in the marketplace. Back in the early 1960's, NAW saw a breakdown occur in communications between buyers and insurers. Rate classifications by the Insurance Services Office (ISO), an organization sponsored by the insurance industry, became outdated, but little was done to correct the problem.

Tensions mounted during the product liability "crisis" of the mid–1970's, as a growing concern for consumer safety shook the insurance industry and hit business with skyrocketing liability premiums. Even though distributors' loss experience as an industry remained stable, their premiums soared.

All of this came to the national attention in Washington, DC, of the NAW, which reasoned that perhaps by banding together with its member associations and the Product Liability Task Force, something might be done to halt this unfair pricing.

The current NAW program of property/liability insurance being offered to NPTA's distributor members is made possible because of a law Congress passed in 1981. The driving force behind this legislation was the NAW and its member associations.

The law, known as the Risk Retention Act, makes it easier for distributors to participate in premium/loss services. It permits them to buy comprehensive general liability coverage—including product liability—on a group basis. Product liability is built into the program. Thus many of the uncertainties and cyclical swings in availability and pricing have been eliminated.

Currently, 93 trade associations participate in the program using independent insurance agents. The program is designed for freedom of choice and counts on the knowledgeable help of a local insurance agent who can assist in making the right decisions based on training and experience.

The coverages and services of the program are marketed to members of NAW and its affiliated associations, such as the NPTA, by agents associated with MarketDyne International, a CIGNA company. MarketDyne has a highly trained sales force of more than 250 independent agents throughout the country.

NPTA members may also ask their current agent or broker to obtain information or secure coverage for them from the Insurance Company of North America (INA), a CIGNA company that is responsible for underwriting the NAW Property/Liability Program.

Either way, the agent selected can offer a complete insurance package, competitively priced and with the realistic goal of lowering NPTA distributors' insurance costs.

NPTA distributors obtaining business insurance on this purchasing group basis are entitled to the following benefits.

Broad Coverage At Competitive Prices

A prime advantage of the program is the unique Wholesaler-Distributor Package Policy that provides specially tailored, first-class protection.

Packaging helps eliminate gaps in coverage and reduces cost through greater efficiency. A purchasing group enables the insurance company to look at a large number of similar businesses at one time. And that may result in further economies and better pricing.

Cash Dividend Opportunities

By joining with other distributor members in this Association sponsored program, premiums for policy coverages are "pooled." So are claims. If NPTA's distributors have high participation, and losses are controlled properly, they may be paid a dividend...a percentage of their premium returned to them in cash. No one can guarantee a dividend in advance, but there is an excellent track record of 15%, 20%— and higher—in dividends returned to other groups.

Safety and Loss Prevention Services

As a member of the program, NPTA distributors will have access to superior loss prevention services. A Loss Control Representative can assist in developing plans that can result in a better safety record. In addition to affecting dividends, there is an equally important reason to better control losses: Losses of any kind are bad for business. A sudden fire, damage to equipment, or injuries to employees can seriously disrupt business causing missed income opportunities, lost time and unnecessary expense. That is why every participant in this program agrees to work with the insurance company's experts in establishing a loss control program.

Fifteen Different Features

The program policy includes 15 different features that companies previously had to secure from their insurers by specific endorsement. Among other things, the policy includes coverage for liquor liability, advertising liability, and liability coverage for independent contractors and spouses of partners.

NPTA members may also purchase worker's compensation, auto liability and property insurance, all of which assures "one-stop" shopping for members' entire property/casualty insurance needs.

Health Care Plan

One important new benefit NPTA can now offer its entire membership, as a result of the Association's affiliation with the NAW, is a Comprehensive Health/Life Insurance Program.

The program comes highly recommended by the NPTA board of directors, and is co-sponsored by the NAW in cooperation with its Wholesaler-Distributors' Insurance Trust. It's a health care plan that can really be called "comprehensive," since it offers NPTA's member personnel the essential health protection they need as a part of a complete Hospital/Surgical/Dental/Major Medical protection plan. It's a program designed for all NPTA members nationwide.

The program features a variety of plans enabling NPTA members to tailor-make coverage to meet their specific needs. The plan offers a $100, $200 or $500 deductible for major medical, with the latter approach serving as an excellent means of developing a partial self-funding program. Moreover, it is an extremely competitive program, particularly in today's climate when health insurance premiums are skyrocketing.

"In 1982 we had the worst health market we've ever seen with losses beyond belief. Every insurance company's hospital bills were going up daily. Hospitals were charging so much that it really was pretty scary," says Cheryl Ann Janson, executive vice president of NAW's Insurance Administration Center, Inc., headquartered in Park Ridge, IL.

"That's when most of your members were hit with very large rate increases, as much as 65%. There's still some turbulence out there, but we've pretty much stabilized our rates. We haven't needed a rate increase for two years. We've taken some small ones, 5% to 7%, just to keep up with inflation in health care. In 1985 we're expecting a rate reduction."

Ms. Janson points out that this kind of stability is important to NPTA members, especially since a rate increase is the primary reason companies change their insurance carriers.

"We're stable and we offer very good service. Even if our price may be close to the same price your members pay now, we feel strongly that over the long haul our pricing will be much better than if they remain with their present carriers. That's why we've had people insured with us since day one, because we've really tried to even out all the bumps in the market."

Medical expenses covered by the Plan include the reasonable and customary charge for hospital room and board (semi-private accommodations); treatment by a physician/surgeon; prescription drugs and medicines; anesthetics, oxygen, x-rays and laboratory tests; physiotheraphy and radiation treatment. Maternity expenses are covered as any other illness.

Employees are required to pay the deductible, plus 20% of the first $2,500 of eligible expenses. Beyond that, the Plan pays 100% of the usual and customary charge for most other eligible expenses.

In Addition to Major Medical Coverage

- A $10,000 life insurance benefit.
- Optional dental insurance with a choice of $25, $50 or $100 deductible.
- Unlike most health insurance plans, there currently is "no termination age" allowing coverage beyond age 65 (even for some that retire).
- The "emergency out-patient" feature eliminates the deductible for the eligible medical expenses incurred within 48 hours of an accident.

Here's How to Participate

If you are an NPTA member firm with a minimum of two full-time, non-related employees, then your company is eligible to participate in the Health Insurance Trust. In fact, Association members are already inquiring about the program.

Inquiries are processed according to their geographical area to determine average regional rates (zip codes are divided into 10 US geographical zones), then application forms are mailed to those interested members, along with a rate sheet that enables them to calculate the coverage they need.

Health rates are based on age and what deductible ($100, $200 or $500) the NPTA member firm would like to establish for the entire company. "Once they review the application and fill it out, all they have to do is send their remittance and that's it!" says Ms. Janson.

"If they have seven or more full-time applicants for insurance, they become insured immediately the first of the next month." (Companies with six or less employees must be medically underwritten by New York Life in conjunction with NAW's Insurance Trust.)

Simplified Claims

Anytime an employee has a claim, the claim form can be easily answered by the employee without being sent through a network of office channels, and requires only the doctor's and employee's signatures.

"Many companies appreciate this," says Ms. Janson, "because if the claim form must be brought back through the company it can become a tedious, time consuming process. In larger companies, this could require a full-time person just to handle employees' insurance claims and claims questions.

"The nice thing that makes us unique from an insurance company is our service. When someone has a legitimate problem and it's taking too long, or they really don't understand what's happening with their claim, they can call us and immediately be referred to the claims person. We handle specific problems, and your members will always receive prompt assistance from the same person," says Ms. Janson.

"Perhaps the biggest thing we do for our members is to serve as their eyes in the insurance world. We study all the data on our claims from all over the United States, which enables us to pinpoint abuses and analyze trends, so that the average member doesn't need to spend time worrying about how to stay ahead of keeping costs down.

For more information on the association sponsored Programs for NPTA distributor members, call the NAW Program Director (MarketDyne) toll-free at 800–523–2710 (in Pennsylvania, 800–643–2020), or the NAW Service Corporation's Insurance Administration Center at 800–323–8972.

ACCEPTANCE OF MEDICAL PLAN CHANGES

A majority of Americans are accepting their employers' changes in health benefit plans, even when they result in more expenses for workers, according to a new survey conducted by Louis Harris and Associates Inc. for The Equitable Life Assurance Society. Effective communication of changes was found to be one of the most important factors affecting the level of acceptance.

The survey also found:

- *About 53% of workers whose cost-sharing increased found it acceptable;*
- *Of the firms that introduced deductibles for the first time, most employees found it acceptable;*
- *A 54% majority were in agreement with increased deductibles;*
- *The least acceptable of all cost-sharing measures was introducing and increasing co-payments for employee's share of the medical bills; and*
- *Union members and low-income employees found increasd cost-sharing less acceptable than other workers.*

SIGNS YOU NEED TIME OFF: YOU NEED A BREAK, IF . . .

- *You answer the phone with your company's name—at home*
- *Every Monday you ask, "Is today Friday?"*
- *You "wake up" in the middle of meetings and realize you haven't heard a thing.*
- *You're becoming absentminded: mailing unstamped envelopes, locking your keys in the car.*
- *Your sense of humor is shot.*
- *You get angry frequently.*
- *You have a great idea but don't feel compelled to do anything about it.*

If you recognize many of these symptoms in yourself, a psychiatrist writes, you need a break—even if it's just a three-day weekend.

A 8140-3

ACTIVITY AUGUST, 1985

PAPER MERCHANT SALES REPORT

NPTA Regions	Sales Per Selling Day August 1985 - Compared To - August 1984	Sales Per Selling Day August 1985 - Compared To - July 1985	Sales Per Selling Day 1985 Year-to-Date - Compared To - 1984 Year-to-Date	Days Outstanding (Accounts and Notes) At Close of August		Calendar Days' Cost* of Ending July Inventory	
				1984	1985	1984	1985
INDUSTRIAL							
1	+ 5.7	+ 5.6	+ 3.3	45	41	–	–
2	- 0.5	+ 1.6	+ 1.2	34	36	50	40
3	- 2.4	+ 5.0	- 2.7	39	38	65	66
4	- 9.5	+ 5.4	- 2.0	38	36	52	54
5	- 1.1	+ 2.4	+ 5.0	36	32	61	60
6	- 1.5	- 6.9	†	41	37	–	–
7	+ 0.6	- 2.7	- 1.7	41	36	56	62
NY	+19.9	+ 9.4	+ 9.5	43	41	–	–
Chicago	+ 1.7	- 2.0	+ 2.5	39	38	–	53
LA	+ 2.0	- 1.4	- 3.2	50	48	47	56
US	**- 0.2**	**+ 3.5**	**+ 0.2**	**40**	**37**	**55**	**57**
PRINTING							
1	- 3.9	+ 7.8	+ 9.4	50	53	–	–
2	+ 2.8	+ 7.3	+ 3.6	44	47	64	65
3	+10.9	+ 9.1	+ 6.5	43	43	89	79
4	+ 5.4	+ 3.5	+ 5.0	44	42	72	73
5	+ 6.1	+ 4.3	+ 2.0	45	44	87	83
6	+ 3.3	+ 8.3	†	40	42	–	–
7	- 1.9	+ 1.4	+ 0.7	39	40	64	88
NY	+ 1.6	+ 7.2	- 2.3	38	43	–	–
Chicago	- 4.4	+ 8.1	- 3.9	43	44	–	46
LA	- 5.2	+13.5	+ 2.7	45	43	86	97
US	**+ 2.8**	**+ 6.5**	**+ 2.0**	**43**	**44**	**78**	**74**

*To calculate monthly inventory turnover, divide 365 calendar days by # of calendar days cost, e.g., 365/73 = 5.00x.

†Insufficient data to calculate valid statistic.

Region 1: CT, ME, MA, NH, RI & VT

Region 2: DE, DC, MD, NJ, NY & PA (excluding NY Metro)

Region 3: AL, FL, GA, NC, SC, TN & VA

Region 4: IL, IN, KY, MI, MO, OH, WV & WI (excluding Chicago Metro)

Region 5: CO, IA, KS, MN, MT, NE, ND, SD, WY

Region 6: AK, AZ, CA, HI, ID, NV, NM, OR, UT & WA (excluding LA Metro)

Region 7: AR, LA, MS, OK & TX

NY Metro: NY: New York City, Long Island and Westchester Co. NJ: Counties of Bergen, Essex, Hudson, Middlesex, Passaic and Union

Chicago Metro: IL: City of Chicago and Cook, DuPage and Lake Cos. IN: Lake Co.

LA Metro: Cities: Los Angeles, and San Diego. Counties: Los Angeles, San Diego, Orange and Ventura (and neighboring parts of Riverside and San Bernadino)

Selling Days

The actual number of days a firm was open for business or that the sales people made customer calls [calendar days less weekends (if applicable) and holidays]. By supplying selling days of each firm, the sales per selling day are standardized according to actual business conditions or company policies.

Days Outstanding

The number of days outstanding on this report are calculated by adding the current month's sales and the previous month's sales and dividing the total by the number of calendar days of the two months. The result is a figure representing average sales per calendar day.

The total figure provided for closing accounts and notes receivable is divided by the average sales per calendar day. The result is the number of days outstanding at the end of the month being prepared.

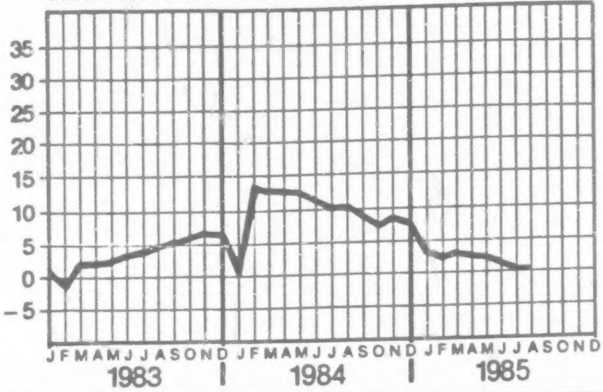
PAPER MERCHANT SALES REPORT

SUMMARY NATIONAL TREND INFORMATION: 1983 TO PRESENT

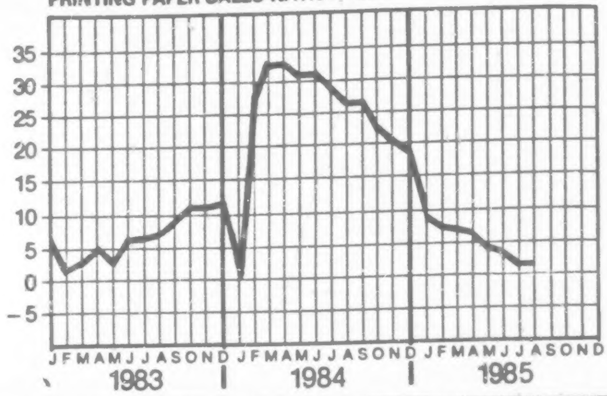
SALES INFORMATION

YEAR-TO-DATE SALES PER SELLING DAY AS A PERCENTAGE OF PREVIOUS YEAR'S YEAR-TO-DATE SALES PER SELLING DAY

INDUSTRIAL PAPER SALES NATIONALLY



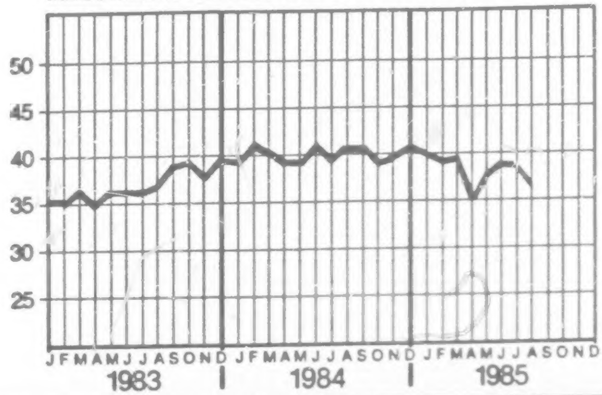
PRINTING PAPER SALES NATIONALLY



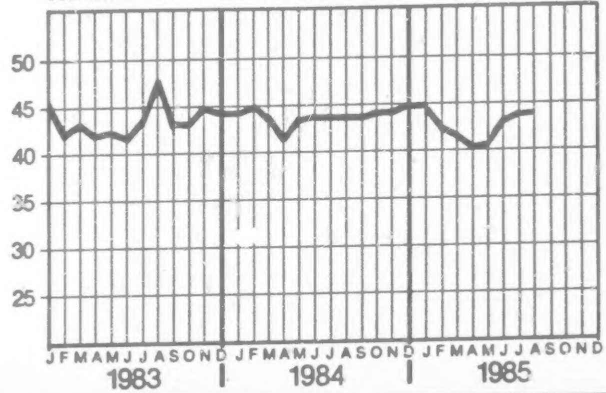
RECEIVABLES INFORMATION

DAYS OUTSTANDING—ACCOUNTS AND NOTES RECEIVABLE FROM PAPER SALES AT END OF EACH MONTH (IN CALENDAR DAYS)

INDUSTRIAL PAPER RECEIVABLES NATIONALLY



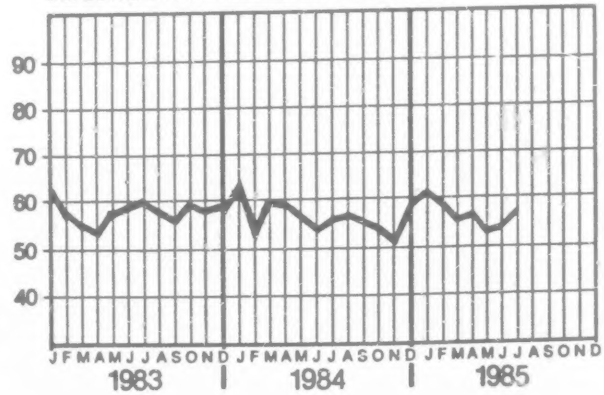
PRINTING PAPER RECEIVABLES NATIONALLY



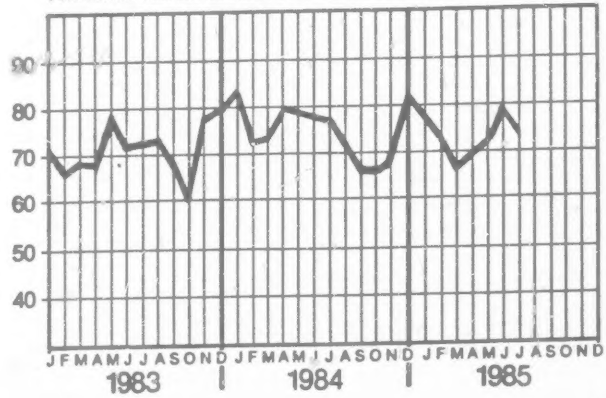
INVENTORY INFORMATION

CALENDAR DAYS COST OF ENDING MONTHLY INVENTORY (FIFO) (IN CALENDAR DAYS)

INDUSTRIAL PAPER INVENTORY NATIONALLY



PRINTING PAPER INVENTORY NATIONALLY



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The United Group was started in 1983 with a base of 22 member locations. From that base, we have grown to 140 member locations with sales that exceed the $600 million mark.

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WHAT YOU GET: Preparation of programs and added services for our members that are too time-consuming or expensive for a single member to fund or prepare. Plus the added ability to dramatically improve a members profit performance.

If you are further interested in the United Group, please contact James Gardner or Susan Vinson at 1-800-826-1976. Write: The United Group, P. O. Box 8260, Monroe, Louisiana 71211.

THE

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